



2023 Troop Cookie Program Guide



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Why should your girls participate?

Consider these top five reasons!

The Five Skills

The Girl Scout Cookie Program is Much More Than Cookies

What started as a bake sale in 1917, has grown into the largest **girl-led** entrepreneurial business. The Girl Scout Cookie Program helps girls learn and develop real world skills and learn to think like entrepreneurs.

- **GOAL SETTING**: Setting goals is the key to a successful sale. Girl set goals, and with their team, create a plan to reach them.
- **DECISION MAKING:** Girls decide where and when to sell cookies, how to market their sale, And what to do with their earnings.
- **MONEY MANAGEMENT:** Taking orders, handling customers' money, and developing a budget, are all hands-on lessons in financial literacy.
- **PEOPLE SKILLS:** Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies.
- **BUSINESS ETHICS:** Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.

It's easy to participate

The Troop Cookie Manager can access the eBudde help center. Whether selling in person or using Digital Cookies, girls have the resources to track and manage their cookie business.

Financial Benefits

Your troop will earn money to help offset the cost of meetings, activities, trips, supplies and so much more. And in the process, girls gain skills to be financially independent. Did you know that all proceeds from the cookie program stay local?

Rewards

Rewards help girls set goals and work towards earning special rewards.

Girls will thank you

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

Your Role

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

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 and tips to help girls reach their goals. Now that you've stepped up in support of girls, it's time to help them rise to the challenge of becoming Girl Scout Cookie[™] entrepreneurs.

Find everything you need for a bright season in this guide, developed in collaboration with Girl Scouts of the USA.



Your responsibilities as the Troop Cookie Manager include:

- Be a registered adult member of Girl Scouts and have a current background check
- Attend a council cookie manager training
- Work with your troop leader to review and distribute all cookie materials to families, teach girls and parents about the cookie program, review safety policies & collect signed permission slips
- Adhere to the guidelines and deadlines listed in planning guide
- Get familiar with the cookie software eBudde and Digital Cookies and get ready for the season!
- Place and pick up the troop's initial order, sort and distribute cookies to families
- Place and pick up additional orders as needed
- Arrange booth sales or alternatives, if desired to meet girls' goals
- Maintain responsibility for all product and payments during the Cookie Program and issue receipts for every financial and product transaction.
- Provide program support to Girl Scouts and families, respond to communication in a timely fashion
- Keep track of additional orders; allocate cookies and payments to girls in eBudde
- Complete an Unpaid Funds Report by deadline for all adults who have an unpaid balance and submit to council
- Distribute rewards to girls and celebrate their successes.

Training is essential for all new troop leaders and cookie managers to take a cookie training. Learning the ins and outs of the program will help you make your troop's cookie sale a success!

- Pre-register for a session through the council's <u>activities calendar</u> or in <u>doubleknot</u>.
- Online Self—Training will be available on the GSJS website in January for those who missed a live session or wish to review the information.

See What's Bright and New!

As a cookie volunteer, you can take heart knowing that Little Brownie and Girl Scouts of the USA are always working to make your role simpler and to provide you with all the resources you need.

Introducing Raspberry Rally[™] Girl Scout Cookies[•] The first Girl Scout Cookie exclusively sold online and shipped only through Digital Cookie. Available to customers beginning on 2/27/23 through Digital Cookie.

Reward Highlights

- Charms: most earnable patches have been replaced with charms that attach to a special charm-holder patch.
- Girls will still receive charms if their troop opted out of rewards, as they are the patch substitute this season
- High-end rewards: many new experiences are being offered in conjunction with the higher end rewards. See the rewards page or back of order card for more details.

2023 Cookie Prices

- Core varieties \$5 per box (Adventurefuls, Lemon Ups, Trefoils, DSD, Samoas, Tagalongs, Thin Mints, Raspberry Rally)
- Specialty varieties -\$6 per box (S'mores and Toffee-Tastic)

Packaging

Thin Mints have a redesigned case; uses less materials overall but made up of more postconsumer materials, more durable; easy open and will reclose. All part of LBB's journey of a more sustainable program.

eBudde Enhancements

- The website pages will now display like the way it appears in the eBudde mobile app for more familiarity and ease of use by volunteers.
- Cupboard scheduling notes are easier to see when creating a pending order.
- Troops can record booth sales through the Girl Orders tab.
- Easier method to distribute troop digital cookie site sales to individual girls

Digital Cookie

Customer purchasing options will be rolling out in two "phases"

- Girl delivery available from 1/13/23 when cookie program launches and ends on 1/29/23
- Shipped Orders available on 2/27/23 nationwide and will include Raspberry Rally
- Donated Orders—available from 1/13/23 through 4/2/23

During the girl delivery period, girl's storefronts will have messaging reflecting that shipping is not available until 2/27/23 and the shipping option will not appear in the delivery method. Other shipping language is removed throughout the site.

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

Lemon-Ups[®]

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Specialty cookies \$6

(Toffee-tastic and Girl Scout S'mores)



Trefoils®

Tagalongs[®]

Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg.



Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. D





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Introducing Our Newest Cookie!

girl scouts

Raspberry Rally[™]

Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating.

What's so special about Raspberry Rally (aside from its delicious taste)? For the first time ever, Girl Scouts is offering a new cookie that will be exclusively

sold online for shipment.

Why are we selling the new cookie exclusively online?

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

Simplicity

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

Learning for Girl Scouts

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

Building Consumer Excitement and Growth

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

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Rewards

All incentives are cumulative. Council gift cards can be redeemed for any council sponsored activity, programs, shop, camp, trading post, etc. GSUSA Gift Cards are redeemable online only at the Official Girl Scout National Online Store.







Top Seller Event

All girls selling 500+ boxes will be invited to the **500**+ **Luau!** This includes troops who opt out of rewards



Crossover Patch

Girls who created their avatar, sent 18+ emails and used the Share my Site feature in the 2022 Fall Product Program and sell 200+ boxes of cookies in the 2022 Cookie Program will earn this personalized patch

Troop Checklist



Pre-Sale/early January

- \square Be registered for 2023 and complete a background check
- Get Trained! Attend Community Leader's meetings for updates and for new Troop Cookie Managers, attend a council Cookie Program Training. Check <u>online</u> for dates and times.
- □ Login to eBudde and verify troop contact information and the troop roster. Notify productsales@gsfun.org of any errors or omissions. Download the eBudde app.
- Prepare to setup the Troop's Digital Cookie page and encourage ALL girls to register for their Digital Cookie accounts when their parents receive the welcome email. Digital Cookie welcome emails will be sent on January 6, 2023.
- Pick up troop sales materials from Community Product Sales Coordinator.
- Host a Troop Cookie Meeting to introduce the program and distribute materials.
 - How you present the program will have a big effect on the girl's enthusiasm and parent support.
 - Review the 5 skills, troop and individual girl goals, online and in-person safety guidelines, important dates, and money handling procedures.
 - All parents must sign the parent permission form when receiving their order card. Keep these forms until the following year.
 - Distribute order cards to girls.
 - Work with girls to set both troop and individual goals. Junior and older have troop discussion on opting out of rewards. If they choose to opt out, update in eBudde
- □ Recruit help! Encourage parents to assist throughout the season. The Troop will need help with Initial Order pick-up, coordinating and promoting cookie booths, making reminder phone calls for deadlines, and planning the Troop's celebration activities.

January

- Encourage girls to start taking orders on day one by using their Order Card and Digital Cookie. The program begins January 13. Digital Cookies opens for Girl Delivery orders only on January 13.
- Setup the Digital Troop Link; it will activate in National Cookie Finder on **Feb 27.**
- Arrange troop booth sales with desired locations and submit through eBudde for council's approval. Troop booths can be scheduled between **March 3** and **April 9**.
- □ <u>All troops must enter troop bank information</u>—nothing rolled over from previous seasons.
- □ Communicate regularly with girls and their caregivers.
- Caregivers should get their initial paper card totals no later than January 31.
 Deadline to enter and submit Troop's initial order is 11:59 pm on January 31.

Troop Checklist

February

- □ Council cookie booth selection tentatively begins in early February.
- □ Community deliveries of initial orders begin **Feb. 17 through March 3**. Your coordinator will notify you of date and location. Be sure to select a pick-up time through eBudde.
- Digital Cookie shipped orders begin on **February 27**. Troop links will activate in cookie locator on February 27.
- □ Begin to collect money from parents and **issue receipts for payments made and cookies distributed.**

March

- □ Reorder additional cookies, as needed. Council cookie depots open March 1.
- Booth sales begin on **March 3**. National Girl Scout Cookie weekend March 3-5.
- $\hfill\square$ Allocate cookies and apply payments received to girls in eBudde regularly.
- □ Continue to collect money from parents and issue receipts for payments made and cookies distributed.
- Deposit all collected money into troop bank account early and often to prepare for first ACH withdrawal which will be take place on March 17. Check the SALES REPORT tab to see the amount being taken for first withdrawal. Submit Unpaid Funds Report by March 10 if necessary.
- $\hfill\square$ Make sure ALL troop deposits are reflected in your troop bank account.

April

- Digital cookie sales end on April 2.
- $\hfill\square$ Make your final run to Cookie Depots before they close. Closing date TBA.
- □ Collect remaining payments from girls and parents and make final deposit into Troop's bank account. Submit Unpaid Funds report by **April 7**, if necessary.
- □ Finish allocating ALL cookies to girls and submit the troop's final rewards by 11:59pm on **April 11.**
- □ FINAL ACH will be automatically withdrawn on **April 14**. Check the SALES REPORT tab to see the amount owed to Council.

Mid-May to early June

- Deposits to troops for refunds (overpayments) will be sometime in late April or early
 May. Contact the product sales team if you don't receive by May.
- Rewards arrive. <u>Count them immediately</u> and contact your Community Product Sale Coordinator for any missing items.
- Distribute rewards to girls promptly and celebrate your Troop's hard work!

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



Inspire Girl Scouts to Think Like Cookie Entrepreneurs

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.

Cookie Business Badges

NEW



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:

girl scouts

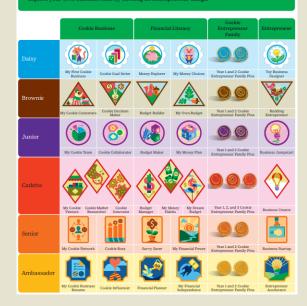
- girlscouts.org/cookiebadges
- <u>girlscouts.org/en/members/for-girl-</u> <u>scouts/badges-journeys-awards/badge-</u> <u>explorer.html</u>

Entrepreneurship Badges & Pins

When you sell Girl Scout Cookles, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneu You can earn badges and pins each year you run your own Girl Scout Cookle business. There evaluers your you husiness idea be earning an Battremeneur badge.







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/entrepreneurfamily



Troop Timeline

December 30 & January 6	Welcome emails will be sent to troop volunteers on 12/30 (to access eBudde) and to par- ents on 1/6/23 (to access Digital Online Cookie DOC). This is an additional option, not in- tended to replace the traditional cookie order taking.
January 2	Troops can begin entering troop scheduled cookie booth locations using the booth sched- uler in eBudde. (Council booth sales are not available to claim until early February).
December 28 - January 12	New product managers/new troop leaders should take a council cookie training – pre- register through the GSJS website <u>activities calendar</u> .
January 13	Sale begins. DOC opens for girl delivery & donations only and traditional paper order card sales begin.
January 29	Initial order taking ends & girl delivery option in DOC ends.
By January 31	TROOP INITIAL ORDER DUE & TARGET DATE TO ENTER ACH BANK INFORMATION IN EBUDDE. Troops collect and enter girl's initial paper order card totals into eBud- de. Booth sale cookies can be included with initial order (or a pending order can be placed as described below). Please keep in mind that all cookies ordered are the responsibility of the troop and are non-returnable. REMEMBER! All online GIRL DELIVERY cookies will transfer over automatically to the eBudde initial order.
February 2	SU Coordinator cutoff at 11:59 pm to make any entries/adjustments in eBudde if troop needs to make an edit/addition.
February 20	Transaction tab opens in eBudde – troops may now place additional orders for booth sale cookies or extra/late orders for pick up in Toms River or Farmingdale.
February 17 - March 3	Community cookie delivery weeks – These dates may be adjusted by our delivery agent. Any change will be shared as soon as that information is made available.
February 27	DOC shipped orders launch; troop links activate on the GSUSA Cookie Finder website
March 1	Council cookie depots open at both service centers.
March 3	Booth Sales begin. National Girl Scout Cookie Weekend
March 10	UNPAID FUNDS REPORT FORM is due for any unpaid parent balances; submit to <u>productsales@gsfun.org</u> for ACH adjustments, if needed.
March 17	FIRST ACH WITHDRAWAL – 50% of girl's initial orders. Amount to be withdrawn will show on eBudde sales report.
April 2	DOC closes.
April 7	FINAL UNPAID FUNDS COLLECTION FORM is due for any unpaid parent balances, last chance for ACH adjustments.
April 9	Last day of booth sales.
April 11	DEADLINE TO SUBMIT GIRL REWARDS. Finish allocating boxes to girls before sub- mitting.
April 14	FINAL ACH WITHDRAWAL of balance due to council; amount will show on sales re- port.
/	

Ways to Participate

In-Person

Online

The traditional way girls have always taken orders. Using the paper order card, can visit family and friends taking orders face-to-face.

Girls can stay local and sell door-todoor 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). Girl Scouts deliver to their customers and customers have the option to pay cash.



Digital Cookie is a great way for Girl Scouts to add an online option to their Girl Scout Cookie Program experiences. This is not a replacement of the traditional order card, but rather an addition to their program.

Girls and parents set up their customized online "cookie storefront". They can share their site with friends and family by email and social media. Good option for customers who want to order online or pay with a credit card. Customers have the option of having their order direct shipped or having a local Girl Scout deliver.

Girls may choose to offer local customers the option of purchasing and paying for cookies online with girl delivery. All girldelivery orders will automatically transfer into eBudde and will be included with the girl's initial order.

We encourage girls to use BOTH options. Girls will practice interpersonal skills as well as using technology in new and engaging ways, all while honing their digital marketing skills.

Jersey Shore Cares Gift of Caring Program

A key element of the Girl Scout Cookie Sale is our Gift of Caring program. Customers can donate cookies to benefit our local food pantries, United States military and other charitable organizations within our community. The donated packages remain with council and the council will take care of the distribution.



Girls receive credit for every donation as a box sold and it counts towards their rewards and the troop proceeds. When a girl receives ten (10) or more donated boxes, she will earn a special Gift of Caring charm. If she reaches fifty (50) or more donated boxes, she will also earn a special gift of caring reward.

Booth Sales

A booth sale is a public sale that a troop hosts in front of a business with cookies in hand. What a great way to increase your troop's cookie sale success!

TYPES OF BOOTH SALES:

Troop secured booth sales are arranged in advance between the troop and a business. Troops must wait until January 2nd to solicit locations. Troop obtains permission from the business owner or manager and arranges date & time with them. Please provide them with your contact information and agreed upon date(s).

Council booth sales are arranged and offered by council and will be offered to troops starting in February, as arrangements are made.

Troops are required to notify council of all of their scheduled booths by entering them in eBud-de. Council must know where troops and girls will be at all times throughout the season. Council will give final approval. This also provides you with free advertising of your booth through the cookie finder.

SCHEDULING IN EBUDDE:

Troop secured booth sales – After receiving approval from location manager, each troop enters their location information into eBudde, along with the date and time. **On the booth sales tab select add**/ **edit a troop booth.** Add complete location information in the next window and save.

An automated e-mail from eBudde will be generated once council has approved the sale. If there is a conflict and the sale is denied, an automated email will be sent to the troop.

Council Sales – Troops just need to select the date and time they would like from the list available, once Council posts them in eBudde.

In eBudde, go to the booth sales tab and click on "sign up for a Council booth" to view towns where sales have been scheduled. Using the dropdown, open the town, location, date and times. If a listing is green, there is availability, and your troop can claim the date and time.

No automated approval e-mail is generated for council sales. Your confirmation is your ability to select the date. Your selection will appear on the main booth sales page under my booth sales.

CANCELLATIONS:

If you need to cancel a sale, troops can release any booth directly from the eBudde dashboard.

MISCELLANEOUS:

- Troops can pre-order booth sale cookies with their initial order and will be delivered with the rest of the order card product. On initial order, use the "booth" row.
- Additional cookies will be available at both council cookie depots from 3/3/23 to early April.
- Order carefully as cookies are not returnable.
- Review the Booth Sale Etiquette rules with your girls

Booth Sale Alternatives

COOKIE DRIVE-THROUGHS

Troops work with local business to secure a safe location. This gives customers a convenient way to get their cookies by offering a "drive-through" service. Troops can share locations with their community. **Drive throughs require the council's booth approval. Submit in eBudde.**

LEMONADE STANDS

What is a Lemonade Stand? Lemonade Stands work like booth sales but are held at the private residence of a girl's family. Families must work with their troop cookie manager to get inventory and should turn in money to their troop right away, following regular troop procedures for money collection. The town may require permitting like a yard sale, so troops should check into this. **These do not require approval from council.**

NEIGHBORHOOD WALKABOUTS AND WAGON SALES (mobile cookie booths)

Grab that cart or wagon and take your sale mobile. Get the word out by leaving flyers or door hangers informing everyone how and when girls are planning on selling. **These do not require approval from council.**

Cookie Depots

Cookie depots are locations where troops can pick up cookies for additional cookie orders and booth sales. Orders are placed in advance through the eBudde cookie platform for pick up at your preferred location. Troop leaders may pick up cookies or allow parents to do so. Persons picking up cookies will sign a receipt for cookies received.

Council Depots

Staffed by council; will have regular hours, posted in eBudde.

- Farmingdale: Infirmary in Camp Sacajawea, Monmouth Service Center, 242 Adelphia Road
- Toms River: Garage at the Ocean Service Center, 1405 Old Freehold Road

Volunteer Depots

Two volunteers will host mini depots in their homes. These depots are open to all troops, but quantities and varieties will be limited. Troops should use council depots for large orders. This option is ideally for troops who have run low on cookies and need to replenish over the weekend for their booth sales. Full cases only and no exchanging flavors at these locations.

- Troops must place an order in advance through eBudde.
- Troops must then contact the Depot Volunteer directly to schedule and confirm a pickup appointment with the volunteer. <u>No exceptions</u>.

Northern Monmouth (Matawan) volunteer: Cheryl Cortopassi <u>cherylann.cortopassi@gmail.com</u> (908) 461-4280

Southern Ocean (Barnegat) volunteer: Melissa Melber gsjstroop50261@yahoo.com (732) 674-0124



Troop Proceeds

Troop Earning	Items Sold (Per Registered Girl Average)
\$0.70 per box	1-149 boxes sold
	150-199 boxes sold
\$0.80 per box	
\$0.85 per box	

Older Girl Proceed Option

Junior Troops and older can choose to receive an additional \$0.05 per box rather than rewards. *All girls in the troop must agree to this option*. TPSM must opt-out of rewards in eBudde settings.

Girls still earn charms & patches. Girls that reach the 750+ level will <u>automatically earn the larger</u> reward items along with the additional proceeds (troop still receives the \$0.05 per box).

Safety Tips

- Wear Girl Scout attire to identify yourself as a Girl Scout.
- Sell in familiar areas and neighborhoods during daylight hours.
- Daisies, Brownies and Juniors must be accompanied by an adult. Cadettes, Seniors and Ambassadors should be supervised by an adult and should never sell alone.
- Never enter the house of a customer. Avoid selling to people in vehicles or going into unfamiliar areas.
- Do not give out girls' personal information. Adult supervision should be stressed when using online sites or social media for cookie promotion.
- Always have a plan for safeguarding money



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/ guardian must read, agree to and abide by the <u>Girl Scout Internet Safety Pledge</u>, the <u>Digital Cookie Pledge</u> and the <u>Supplemental Safety Tips</u> <u>for Online Marketing</u> before engaging in online marketing and sales efforts through the cookie program.

You'll find these documents and more in the Safety Activity Checkpoints



- Parents/guardians must sign a Parent Permission and Responsibility form for every participating girl. Troops must retain these forms.
- Do not give order cards or product to a girl if the parent/guardian has not signed the permission form.
- Girls collect money when delivering cookies, not in advance, unless the only item purchased is a Gift of Caring donation. All online sales are prepaid by customer at time of order.
- Parents/guardians should not be asked to pay for product when picking it up from the troop. Exceptions may be considered if there is prior history of late or slow payments. In this case, contact product program department at **productsales@gsfun.org**.
- Customers can pay for cookies with cash or checks made payable to the troop. If the troop chooses to accept checks, be sure to have a phone number listed on the check. We recommend you only take checks from people you know and are comfortable contacting if there is a problem. **Troops will take responsibility for a bad check and any bank fees associated with it.**
- When parent turns in payments to the troop, count in front of caregiver and ALWAYS give a receipt. Parents should never leave money in the "girl scout bin" on your front step.
- Parents are responsible for all Girl Scout cookies received. Have parents count and sign a receipt any time cookies are exchanged.

Banking and Finances

- Troops will enter their troop bank account information into eBudde.
- GSJS will conduct two (2) ACH sweeps (electronic withdrawals) for payments during the 2023 season directly from the troop bank account.
- Troops should deposit money often into the troop bank account.
- Collect money from parents in advance of the first ACH sweep, and deposit into the troop bank account in a timely fashion so funds clear and are available in time for each ACH sweep.
- Amounts due to council will be shown in eBudde on the Sales Report tab.
- Troops should not pay council for cookies if a family has not paid the troop. Please identify all families with an unpaid balance. Submit UNPAID FUNDS REPORT FORM by email to the product program department with supporting documentation seven (7) days before the sweep date. Council will reduce the amount to be withdrawn to accommodate the unpaid funds reported.
- Troops will be charged a \$20 fee if the ACH sweep is declined for insufficient funds.

Digital Cookie/DOC

Digital Cookie (DOC) allows girls to create a customized website and send emails to people they know, asking them to buy cookies. Customers place online orders and have 3 options:

Girl delivery (DOC DLVR): Customers can order cookies online and have them delivered by the Girl Scout. Caregivers must confirm Girl Delivery for each order. If a caregiver declines delivery, the customer is given the option of having their order shipped or they can donate the cookies. Girl delivery begins 1/13-23 and ends 1/29/23.

Direct shipped delivery (DOC SHIP): Purchase cookies that are shipped to customer address as provided. Shipping begins 2/27/23 and ends 4/2/23.

Donated cookies (DOC DON): Purchase virtual cookies that will be donated to Gift of Caring.

Caretakers love the convenience of using Digital Cookie and girls who participate in Digital Cookie sell 76% more than girls who participate in the traditional sale alone. Help the girls in your troop reach their goals with Digital Cookie.

- Girls of all ages may participate
- Troops receive the same proceeds for the packages sold via Digital Cookie and the sales count towards all rewards
- Girls can track their progress towards their goal, record customer information and complete tasks associated with badges
- Girls can create and include customer videos on their site
- Girls must receive caretaker approval for storefront content before posting to customers



4 Easy Steps to Get Movin' with the Digital Cookie™ Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie™ platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

Here are 4 easy steps to jump into the fun, and slay those cookie sale goals like a true cookie boss!



To sign up to use the Digital Cookie™ platform, just keep an eye out for a registration email coming to you a few weeks before cookie season starts.





In just a few minutes, you can set up your sale goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!

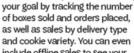




Manage your cookie customer list and easily send ready-touse emails inviting people to support your sale. You can also promote your personalized

cookie site link on Facebook





See how close you are to reaching

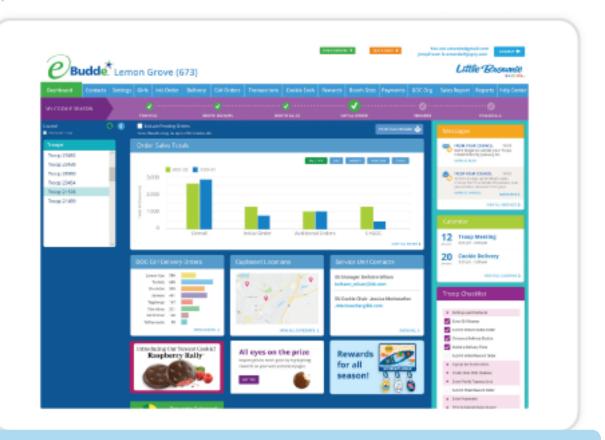
Track Your Goal

include offline sales to see your total progress—yum!

Package Bracket	2022-2023 Shipping
4-8	\$12.99
9-12	\$14.99

For 13+ pkgs, the flat rate will start over. (eg 16 packages = \$14.99 + \$12.99) \$5.00 surcharge to orders shipping to Hawaii, Alaska, Puerto Rico, APO/FPO/DPO, Guam and US Virgin Islands

Connect with eBudde[™]



THE Cookie Management System

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:

- After your Council 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



Budde *DASHBOARD* at a Glance

DESCRIPTION

ΊΆΒ

- **DASHBOARD** Default screen that shows important message from council and your community, calendar, checklist. New this year, comparison statistics, troop PGA and more.
- **CONTACTS** Allows you to edit your contact information. This includes name, address, and phone number. This DOES NOT include changing the email address. That must be done from the login screen.
- **SETTINGS** This allows you to change the number of girls selling, registered, program age level, rewards option, banking information as specified by your council.
- GIRLS This allows you to see the names of the girls in your troop. Please contact productsales@gsfun.org to make updates to the roster.
- **INITIAL ORDER** This tab is for entering your troop's initial order by girl (from the paper order cards) and cookies for upcoming booths using the booth line. Once initial order is submitted, it cannot be changed. Girl delivery items are automatically added to girls' initial orders. Initial orders are rolled over into the girl orders tab as part of her total sales.
- **DELIVERY** This option is for selection of delivery time and a printout of initial cookie order, delivery location, and pick-up time
- **GIRL ORDERS** This tab will track girls' total sales, initial orders, digital orders, booth sales and additional orders. Troops should also credit girl payments.
- **TRANSACTIONS** This tab lists all cookie transactions charged to the troop, initial order, all digital sales, depot pick-ups and any troop-to-troop transfer.
- **COOKIE** Board to post your troop's available excess cookies or look for more and request an exchange.
- **REWARDS** Order troop rewards—choose selections if needed
- **BOOTH SALES** This tab allows troop to select a council offered booth location and/or to enter and request a troop booth sale site.
- **PAYMENTS** Displays all payments credited to the troop; includes DOC payments, ACH payments and any manual credits/deposits.
- **SALES REPORT** The sales report recaps all transactions for the troop including initial order, digital sales, additional cookies, total sales, troop profit, DOC and ACH payments and balance due. Total Gift of Caring sales displayed.
- **REPORTS** Run reports such as pick up sheets, booth sales and DOC reports.
- **HELP CENTER** Find manual on using the eBudde system. "Cookie Sale Resources" booth, marketing & social media resources & printables, "From the Council" offers info & resources on all topics of the sale.

· · · · · · · · · · · · · · · · · · ·	•	•	9-41 AM
MY DASHBOARD Welcome Mary	BECKY L. (*1234) Girl Orders CDLCK Tel:23 Criter Becch	INITIAL REWARDS	INVENTORY / COOKIE EXCHANCE
	CODKIE NAME & PACKAGES [C-Dift of Caring] 00 8500 Leman Ups 12	Opt-out of Troop Rewards: No Per Girl Average: 170.14 Betty D. Roceives 3 rewards jonnifer A. Roceives 1 rewards	COURT PROVIDE TRANSFERENCE COURT PROVIDE TRANSFERENC
	Trefoils 05 06-51 dos 00 5500 00 Samoas 05	Julie L. Receives O rewards Shiring J. Receives 1 reward TROOP GROER: Inscient Quantity Reward	LEMON-UPS TORE T TREFOLS TORE 1 EQUS TORE TOSE True: 3 Endoty
Tagar Tagar Okisalit	Tagalengs 00 bito Thin Minta 00	158 6 158-Posts 175 2 Postsies Crate 208 a 209-Bar 259 (g) 259 Peckage	DO-SI-DOS Team at SANOAS Team 11 TAGALONGS Team 14
	Gint Scout S'mores 03 tata Terffee-Tastic 03 15.00 Control 15.00 Control 15.	Barrise Hall Bable and Banel Bable Stored Bable and Bable Bable and Bable and Bable Bable and Bable Bable and Bable and	THIN MINTS Touch 21 S'MORES Touch 4 TOFFEE-TASTIC Touch 31 Touch 4 TOFFEE-TASTIC Touch 4 TOFFEE-TASTIC Touch 4

eBudde App - Power at your Fingertips

Manage orders and rewards

- Track Girl Scout Cookie[™] orders for traditional and digital sales
- Send emails directly to parents or guardians from the troop
- Check progress toward rewards goals
- Submit your final initial order to your council
- Place orders for girl rewards and never miss a deadline

Manage inventory and deliveries

- Identify contactless delivery stations
- Select when and where you pick up your order
- Review all cookie transactions, from your Initial Order to cookie cupboard pickups
- Update cookie pickup status
- Adjust cupboard slots and number of users
- · Find troops in your area that have extra cookies

View reports

- Review generic proceeds in Troop Proceeds Summary Report
- Retrieve parent or guardian emails from Rewards Reports
- View Sales & Payments data so girls can track progress

Sign up for booth sales

- See what in-person booth locations are available from your council
- Request approval for a custom booth sale site for your troop

 $Learn\ more\ at\ Little Brownie.com/volunteers.$

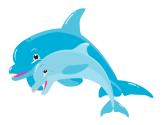


Simplicity at your fingertips!





Girl Scouts of the Jersey Shore Booth Etiquette



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

It is a privilege to be trusted by our retail partners with their storefront space, and it is of utmost importance that we take great care to honor all booth sale guidelines. Let's ensure that all our interactions at booth sale locations are always positive and appreciative – we are so grateful for the support of our retail partners for our COOKIE ENTREPRENEURS!

I will:

- Identify myself as a Girl Scout and wear my uniform; vest or sash; or my pins.
- **Be polite** when approaching all customers.
- Be on my best behavior because I am a representative of Girl Scouts.
- Keep table and area neat.
- Say Thank you to all customers, whether they purchase or not.
- Thank the business for allowing us to be there.
- Remember that Girl Scouts leave a place better than they found it. Be sure to clean up after your booth sale and take home all empty cookie boxes and trash.

I will NOT:

- Block doorways or walkways with tables or signs or get in the way of customers.
- Ask a customer twice to buy product.
- Go into the store while working at the booth.
- Talk loudly, run around, or play while selling at a booth.

It's a good idea to:

- Ask the girls to eat before coming to the booth sale they shouldn't eat while selling. Beverages are okay.
- Refrain from extended phone calls and texting while at the booth (girls and parents).
 Girls are there to run their business.
- Remember: Adults are <u>not</u> permitted to smoke at booths (including vaping).





HOW MANY CASES SHOULD I ORDER FOR BOOTH SALES?

Below are suggestions from the bakery for the number of cases needed for your booth sales. Remember, these are only suggestions. Please keep in mind the following points to also assist in determining what you will need.

LOCATION OF SALE ~ PATRON VOLUME ~ NUMBER OF HOURS ~ WEATHER CONDITIONS

Thin Mints [®]	25%
Samoas [®]	22%
Tagalongs [®]	15%
Adventurefuls®	9%
Trefoils [®]	8%
Do-si-dos [®]	
Lemon-Ups [®]	6%
Girl Scout S'mores [®]	6%
Toffee-tastic [®]	3%

3-hour sale: 8 cases6-hour sale: 17 cases9-hour sale: 20 cases



HOW MANY CASES WILL FIT IN MY CAR?



Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

The guide assumes the car will be empty except for the driver and uses all space except the driver's seat.

We recommend you always bring a minimum of two vehicles to cookie pick-up.



Unpaid Funds Policy – Cookies 2023

It is the policy of Girl Scouts of the Jersey Shore to work with all communities, troops, and parents to remediate outstanding balances due to the troop and/or council. To that end, anticipation of delinquent payment and communication to the Product Programs Department at GSJS before the Automatic Clearing House (ACH) pull from the troop is required.

The following are guidelines set to remediate outstanding balances due:

Procedures for Unpaid Funds from a Parent:

Troop Leader/Community Product Sales Manager and or TPSM must notify council of unpaid funds via email to productsales@gsfun.org no later than seven (7) business days before the ACH pull**. The **"Unpaid Funds Report" form, a copy of the signed parent permission slip and signed product delivery ticket** are required as support documentation, as well as list of attempts that troop made to communicate with parent on unpaid funds. Council cannot pursue the parent without the proper signed documentation.

Council will adjust the troop amount owed, to reflect the unpaid parent's portion.

Once notified, council will contact the parent within 10 business days to start collection.

In addition, their daughter may not be able to participate in Product Programs in the future, until the unpaid amount is paid in full, and they will be marked as ineligible and unable to participate as a volunteer in any capacity.

Payments will be accepted via bank check, money order, or a scheduled time with the GSJS Product Sale Department to pay over the phone via credit/debit card.

****If troop notifies council AFTER the ACH pull and funds have been pulled from troop account:** Troop may be held responsible for collecting payment from the parent/guardian to reimburse the troop funds.

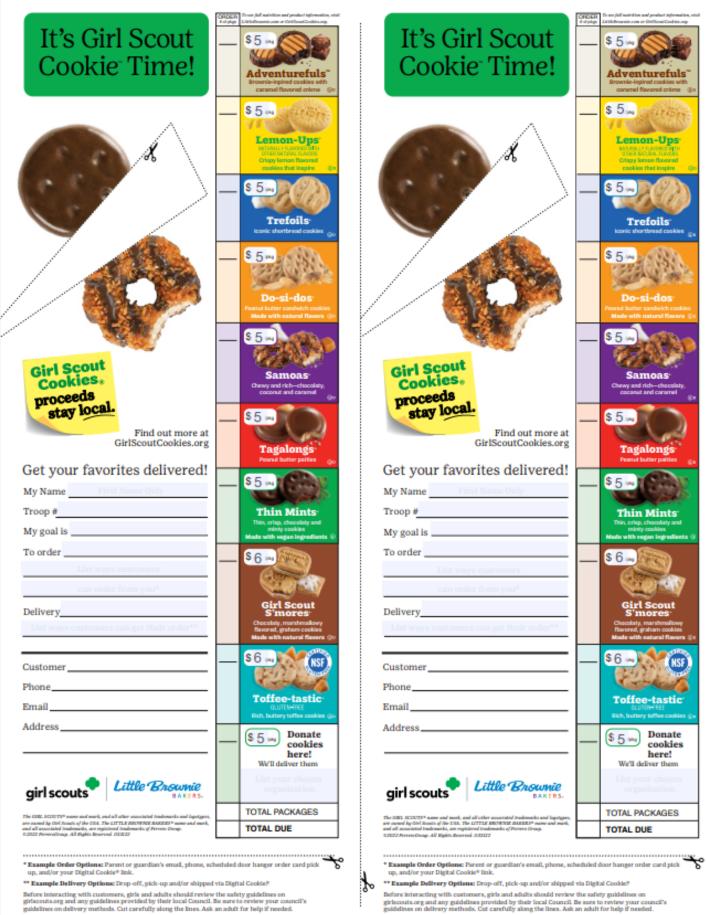
Procedures for Unpaid Funds from a Troop:

- Council will notify troops via email within five business days of any ACH issues after the ACH pull for that Product Program. Troops will be asked to fix issues and pay in full at the adjustment ACH pull, which is scheduled for April 14, 2023.
- If second/adjustment pull is unsuccessful and funds are still owed, the council will start collection process.
- In addition, their daughter may not be able to participate in Product Programs in the future, until the unpaid amount is paid in full, and they will be marked as ineligible and unable to participate as a volunteer in any capacity.

Payments will be accepted via bank check, money order, or a scheduled time with GSJS Product Sale department to pay over the phone via credit/debit card.

	UNPAID FU	NDS REPORT
Mus		productsales@GSFun.org ACH withdrawal
nmunity Name/Nu	mber	
ne		Phone #
Guardian		e Only:
	City:	Zip:
Cell #	Wo	rk #:
Payments Ma	de to Date \$	Current Due \$
		nd information on back
Time	Contact Type:(phon	e, email, social media etc.)
Time	Contact Type:	e, email, social media etc.)
Time rovide screenshots	Contact Type: (phon if available, use reverse Contact Type:	e, email, social media etc.) e side if needed)
Time rovide screenshots Time	Contact Type: (phon if available, use reverse Contact Type:	e, email, social media etc.) e side if needed) e, email, social media etc.)
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	nmunity Name/Nu me Guardian Cell # Payments Mac entation must be nission slip et(s) that parent p	7 DAYS before nmunity Name/Number me me guardian Guardian Internal Use S.F. Case # City: Cell # Wo Payments Made to Date \$ entation must be attached to request

Adventurefuls"	Goal Gatter Order Card		s			S	<u>s</u>	ця Н	PRICE PER PACKAGE	ACKAGE	111
Approximatel flavored creme Approximately 15 cookes per 6.3 or. pig	Thank you for helping me reach my goal! My Goal	Advent	Trefoils	Do-si-de	Tagalon Samoas	Thin Mi		Toffee-t	AMOUNT		
Lemon-Ups' MINBALLY FLAVORED WITH OTHER MINDAL RANDER Crispy lemon flavored Approximately 12 cookies Approximately 12 cookies Approximately 12 cookies	girl scouts *We will deliver your donated cookies to					ints	ut S'mores				
с (NAME (PRINT) CONTACT INFO. (PHONE/E-MAIL/ADDRESS)	NUN	NUMBER OF	OF PACKAGES ORDERED	GES OR	DERED					
Irectolus Iconic shortbread cookies											
per 9 oz. pig					_		+	+	+	+	
1.9.9								_		_	
3							+	+	+	-	_
Made with natural flavors											
Samoas' Crisp cookies with											
caramel, coconut, and dark chocolaty stripes											
Approximately 15 coores											
Tagalongs'											
Peanut butter patties Approximately 15 cookies											
									_		
Thin Mints											
Approximately 30 cookies per 9 coc pige 9 cookies											
Made with vegan ingredients											
Girl Scout S'mores'											
Chocodary, marshmallowy flavored, yraham cookies Approred, accodies											
per 8.5 or pig Made with natural flavors											
Toffice-tastic stress stress stress											
Approximately 14 cookies											
per 6.7 oz. pig No artificial flavors											
All of our cookies have: NO Hish-Protoco Corn Series	вог нил. риличта забр но сситьма Алипистий 0 0 0 сситьма 100 LBLS Алипистий 0 0 0 сситьма 100 LBLS Алипистий 0 0 0 сонтьма 100 LBLS										
i (PHOs) ing Palm Oil	amoias amoias	To see full nutrition and product information, visit LittleBrownie.com or GirlScoutCookies.org. The Gills 5000175 same and mark, and if other associated indiments and logstopes, are coverd by Gill Scourd of USA. The LITE REQUESTION Sector and mark, and mark and mark and scourd of measurement of the sector and a scourd of 2005 Sectors of 2005 Sector	information, utCookies.or other associated & RAKERS [*] new	g. radrmarks and I r and mark, and	no rre ,raquiego ri hairoota lin 1700/10	wed by domarks,	7	ittle	Little Brownie BAKERS FORM G-40	KSCUMIC BAKERS. FORM G-4C	
	hared lacety with sesame.	dama a sa sa sa man		u confice no el co							



Before interacting with customers, girls and adults should review the safety guidelines on girlscouts.org and any guidelines provided by their local Council. Be sure to review your cou guidelines on delivery methods. Cut carefully along the lines. Ask an adult for help if needed uncil's

Girl Scout Cookie™ Food Allergen Guide (2022-2023)





Little Brownie Bakers updated the precautionary allergen disclosure on its Girl Scout Cookie packaging labels. All packaged foods in the U.S., including Girl Scout Cookies; are required to identify any of the top eight food allergens present as ingredients either in the ingredients list or through a "Contains" statement. A precautionary allergen disclosure ("Manufactured in a shared facility with" statement) was added to our labels to declare the presence of allergens in the bakery where Girl Scout Cookies are made. This update was made to continue to prioritize safety and to be transparent and sensitive to the needs of our customers. Little Brownie Bakers confirms that customers will be buying the same cookies they know and love — and purchase year after year — with no changes made to the manufacturing process.

		PEANUT	TREE NUT	WHEAT	SOY	MILK	EGG	SESAME
	CONTAINS:							
Adventurefuls • Real Cocca	MANUFACTURED IN A SHARED FACILITY WITH:		•					
Do-si-dos'	CONTAINS:	•		•	•	•		
Made with Natural Flavors Real Peanut Butter Whole Grain Oats	MANUFACTURED IN A SHARED FACILITY WITH:		•				•	
Girl Scout	CONTAINS:				•	•		
S'mores* • Made with Natural Flavors • Made with Real Cocoa	MANUFACTURED IN A SHARED FACILITY WITH:							
Lemon-Ups'	CONTAINS:							
NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS	MANUFACTURED IN A SHARED FACILITY WITH:	٠	٠				٠	
Samoas	CONTAINS:		•*	•	٠	•		
Real Coccoa Real Cocconut	MANUFACTURED IN A SHARED FACILITY WITH:	•					•	
Tagalongs'	CONTAINS:	•		•	•	•		
Real Coccoa Real Peanut Butter	MANUFACTURED IN A SHARED FACILITY WITH:		•				•	
Thin Mints* • Made with Vegan	CONTAINS:							
Ingredients • Real Coccoa	MANUFACTURED IN A SHARED FACILITY WITH:	•	•			•	•	
Toffee-tastic	CONTAINS:				•	•		
GLUTEN FREE • No Artificial Flavors	MANUFACTURED IN A SHARED FACILITY WITH:	•	•	•			•	
10x Dr	CONTAINS:			•	•	•		
Trefoils'	MANUFACTURED IN A SHARED FACILITY WITH:	•	•				•	
Raspberry Rally	CONTAINS:				•			
Ingredients • Real Coccoa	MANUFACTURED IN A SHARED FACILITY WITH:	•	•			•	•	

*Made with Coconut.

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions 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.

The GRL SCOUTS[®] name and work, and all other associated indemorks and logotypes, including but not limited in GRL SCOUT COURES,[®] THIN MINTS,[®] TREFOLS,[®] GRL SCOUT S'MORES,[®] LEMON-UPS,[®] ADVENTUREFULS,[®] RASPERENT FALLY,[®] Girl Scout Cookie Program,[®] Digital Cookie[®] and the Trefol Design, are anned by Girl Scouts of the USA. Little Brownie Bakers LLC is an efficial GSUSA Licensee. The LITTLE BROWNE DARESS[®] name and mark, and all associated indemarks, including SAMOAS,[®] TAGALONGS,[®] DO-SI-DOS[®] and TOFFEE-TASTEC[®] are registered indemarks of Ferrero Group. 02022 Ferrero Group. All Rights Reserved. GRA, 063022

