



girl scouts
arizona cactus-pine

COOKIE PROGRAM

Manual

Welcome to the Girl Scout Cookie Program!

This exciting program has empowered millions of girls with entrepreneurial and financial knowledge for over 100 years. The iconic cookie program is the largest girl-led business in the world, and with your guidance, the girls in your troop will develop the skills needed to become independent women in the future.

With the support from your Service Unit and the Council, you will be prepared to lead the girls in your troop through this journey. Please don't expect perfection, especially if you are new to the program. You may make mistakes along the way, but in this safe environment, you're never alone because there is a network of people to assist you.

Thank you for embarking on this rewarding journey. Your commitment and passion to the Girl Scout Mission will empower the girls in your troop and leave a legacy for the girls that will follow.

Let's start by reviewing where to find the information you need to have a successful and fun cookie season.

Where to Find What You Need

Program Manual

The fundamental parts of the Girl Scout Cookie Program remain consistent every year; therefore, to use resources wisely, this Program Manual is designed to be used for multiple cookie seasons. It provides you with the basics of the cookie program. It's the place to go when you need information on a specific policy or procedure. Because the Program Manual can be used for multiple seasons, it doesn't contain specific information, like dates that only pertain to the current year's program. ***Please don't throw this away at the end of the program;*** you can use it next year or give it to a new troop.

Troop Supplement

The Troop Supplement is the resource to use when you need information about the current year's program, including dates, what's new, contests and promotions.

The Family Guide

The Family Guide is fun, interactive, and provides parents and girls the essentials about the program. It's a great tool to get families excited about the cookie program.

Girl Scouts–Arizona Cactus-Pine Website

You'll find whatever you need for the cookie program on our website. From girl and troop materials to forms, trainings, contest details, logistics, and digital copies of the manuals.

eBudde Manuals and Information

eBudde is the database developed by our Council's licensed baker, Little Brownie Bakers, used by the Troop, Service Unit, and Council to schedule booths, manage the logistics, inventory and the payment process during the program. There are eBudde manuals and tutorials posted on our website that provide the information needed to use eBudde. After training and paperwork is completed, you will receive access to eBudde.

eBudde Troop App

The eBudde Troop App brings the eBudde platform to your smart phone. Busy volunteers will love the convenience of this free mobile app. Information on the eBudde Troop App is found on our website and in eBudde tutorials.

Sister Girl Scouts

Face-to-face interaction is the best way to learn savvy, creative techniques, adopt tricks of the trade, have fun and make lifelong friends! Attending neighborhood meetings, joining the Leader's Facebook Group and attending Council-sponsored events are all great ways to connect with your Girl Scout community.

Email and the eBudde Dashboard

Leading up to and during the cookie season, there are important updates, reminders and deadlines that will be communicated to you via email by the GSACPC Product Program Team and Service Unit Cookie Managers. Your Service Unit Cookie Managers will send you information pertinent to your neighborhood, while emails from the Product Program Team will come through eBudde to share deadlines, inventory status, etc. Important information, including cupboard locations and Sweet News, is posted on the eBudde Dashboard.

Sweet News

This brief, weekly e-newsletter is sent during the cookie season and contains important and timely information about promotions, marketing strategies and answers to common questions.

Table of Contents

Where to Find What You Need	2
Girl Scout Cookie Facts!	4
Where does the money go?	5
Get Started in 5 Simple Steps! ..	5
Building Your Cookie Team	6
Cookies! It's a Girl Learning Program!	7
The Girl Scout Cookie Business Curriculum.....	8
First Girl Troop Meeting	7
Who can sell Girl Scout Cookies?.....	10
What kind of cookies do Girl Scouts sell?	10
When can she sell cookies?	11
Why should she sell cookies? ..	11
To make it Girl-Led... Let Girls Lead!	11
Where does she sell cookies? .	12
How does she sell cookies? ...	12
Cookie Logistics	15
Cookie Delivery	16
Troop Inventory	17
Selling Cookies!	20
Cookies for the Community ...	20
Walkabout and Self-Scheduled Booth Week ...	21
Digital Cookie	22
Boothing	23
Cookie Finder	27
Booth Tips.	29
What to Do In Case of a Major Emergency	31
Cookie Financials	31
Troop Bank Deposits	31
End of the Program.....	33
The Girl Scout Cookie Program	34
Girl Rewards	34
Media Inquiries.....	35
Council Borders	35

Girl Scout Cookie Facts!

Girl Scout Cookies Make the World a Better Place!

It's true! The cookie program accomplishes many ambitious goals at the same time:

Girls Build Critical Skills at all Age Levels

From learning to set and accomplish goals, to counting change, building a budget, and working collaboratively, the Girl Scout Cookie Program has a recognized curriculum for each age group that will teach girls the skills they need to become successful leaders.

Creating Community

The cookie program creates community within the troop and beyond. Girls develop civic engagement skills as they work collaboratively to set goals and decide where to spend their troop proceeds. The program asks girls to think about their needs, wants, philanthropy and service projects.

The cookie community flourishes because the cookie program is a shared experience and extends beyond the troop. Every year thousands of girls and volunteers support one another, network and share stories and tips across the nation. The community supports the girls in the program, and the girls give back to the community through cookie donation programs and service projects financed through their cookie proceeds.

Cookie Entrepreneurs

The cookie program creates entrepreneurs! Did you know that the Girl Scout Cookie Program is the largest girl-led business in the world, generating \$790 million in annual sales nationally?! The cookie program teaches millions of girls how to run a successful business every year.

Financial Independence

The Girl Scout Cookie Program supports a financially independent Girl Movement by developing a program that grows financially savvy girls. The cookie program is the financial pillar of Girl Scouts. Every box sold supports all girls in the Council because 100% of cookie proceeds stay in our Council and with local troops and girls.



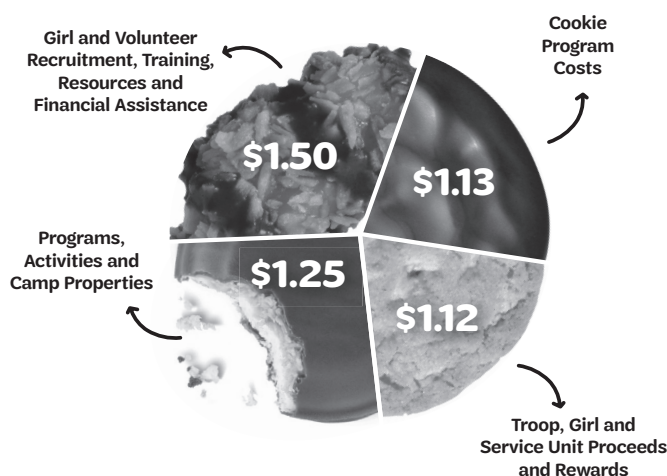
Where exactly does the money go?

All proceeds generated from the cookie program stay in our Council and with local troops and girls.

Council Proceeds

The funds Council receives are reinvested into programs and activities for girls, maintaining our camps, training our volunteers and other membership support.

Here's how the Cookie Program proceeds are used by Arizona Cactus-Pine Council:



Troop Proceeds

Troop proceeds are based on the total sales of the troop. **Girls decide how to use these funds.** Many troops use their earnings to fund community projects and/or implement a spend, save, and give policy.

Girl Rewards

Girls earn rewards based on their individual sales. They can either choose to receive the incentive reward or select Program Credits. Program Credits can be used to help pay for summer camp, items in the Council Shop, membership dues, Girl Scout travel and other Girl Scout programs and events.

Get Started in Five Simple Steps!

We hope that you are excited to get started in the Girl Scout Cookie Program. Please follow the five simple steps below to start the program.

- 1** Register or renew all girl and adult volunteer memberships. All girls participating in the cookie program must be registered in Girl Scouts for the current year. Only registered girls are listed in eBudde.
- 2** Get to know your mentor! Contact your Service Unit Product Program Team and write down their contact information. They will guide you through the program and are your go-to people when you have questions.
- 3** Complete the *Troop Product Cookie Manager Agreement: Financial Agreement and Program Requirement Form (TPM)* online. Any person who manages cookie money must sign this agreement. It must be completed to gain access to eBudde.
- 4** Get to know the cookie program and complete Troop Cookie Training. Your Service Unit will provide live neighborhood trainings and Council will provide tutorials that you can access from our website. When training and the TPM are complete, you will be given access to eBudde and cookie materials.
- 5** Important! Don't forget that all girls must have a signed *Parent/Guardian Permission and Financial Agreement* form kept on file with the troop to participate in the Cookie Program. This form protects the troops if payment issues occur. This form covers both the Fall Product and Cookie Program in the same membership year.

Building Your Cookie Team

Managing the Girl Scout Cookie Program is a rewarding and worthwhile experience. Watching girls develop the skills and confidence they need to be successful and confident is an experience you will never forget. Many of our veteran volunteers have shared stories about shy girls who become articulate entrepreneurs because of the skills they learned by participating in the program. It's an enriching experience that benefits the lives of both the girls who participate and the adults who mentor them.

**"Many hands
make light work."**

-Wise Old Proverb

Like all worthwhile activities, the cookie program can seem daunting for new leaders and new troops. With some training and support from your Service Unit Team and the Product Program Team, and by building a strong Troop Cookie Team, it will all fall into place. Having a collaborative and supportive Troop Cookie Team is vital and will enhance the cookie program experience for both girls and adults.

The Product Program Team recommends the following Troop Cookie Team structure and that the Troop Leader **not** hold these positions. Parents, grandparents, aunts and uncles and recent Girl Scout graduates all make great volunteers. Many people are willing to help. Sometimes all you need to do is simply *ask* them!

Troop Cookie Manager(s)

The Troop Cookie Manager oversees the logistics of the program and keeps the program running smoothly. She or he is responsible for eBudde, handling the troop cookie finances, organizing troop booth sales and managing troop and girl inventory. This volunteer must be extremely organized and detail-oriented.

The position can be shared. For example, one volunteer can manage eBudde and cookie finances, one can schedule booths, and another can regulate troop and girl cookie inventory and handle parent/girl communication.

Cookie Program Volunteer(s)

The Cookie Program Volunteer will mentor the girls through the educational portion of the program. She or he will implement a girl-led curriculum incorporating the Five Skills and include badge work. This position can be held by more than one volunteer. In fact, a small team of parent volunteers or older girls can coach different subjects.

Parent Volunteers

Parent volunteers can help with many different tasks, activities and booths during the cookie season. They can self-schedule booths, chaperone booths, run events, host meetings, track girl inventory, pick up inventory and prep Girl Program supplies.

Older girl troops may want to create their own Cookie Team, with adults mentoring in supportive roles. For example, older girls can self-schedule booths, manage inventory and communicate with each other about money owed and marketing techniques.

If you have a difficult time getting one person to commit to a large role, think about breaking the job responsibilities into smaller, less time-consuming volunteer roles.

This is your Troop Cookie Team. You are encouraged to be creative and innovative as you develop it.



Cookies! It's a Girl Learning Program!

The Cookie Program Volunteer Role

Although logistics, processes and procedures are very important pieces of the Girl Scout Cookie Program, they can sometimes take center stage and diminish the importance of the girl programmatic piece of the program. That's why it's important to have a Cookie Program Volunteer on your Troop Cookie Team. This person's sole responsibility is to work with the girls to create their own cookie experience.

Create a Girl-led Cookie Experience

Selling Girl Scout Cookies is a Girl Scout brand promise and girls will be excited about participating in the program. Younger girls may want to emulate their older sister or the girls they have seen selling cookies at booths. Older girls may want to decide marketing strategies or learn logistics. Girls of all ages may feel a little nervous about selling cookies. As their mentor, you can tailor their cookie experience to fit the needs of your troop.







First Girl Troop Meeting

How the subject is approached will differ depending on the age and experience of the girls in your troop; however, the core of the program remains consistent across age groups.

The first step is to determine which badge the girls will earn during the season. Review the options and allow the girls to decide the badge they want to work on during the cookie season. You can find the Cookie Badge Curriculum in the Girl Guides, Digital Cookie and in the Volunteer Tool Kit (VTK).

After determining which cookie badge will be earned, review the who, what, why, where and how of the Girl Scout Cookie Program.








The Girl Scout Cookie Business Curriculum

Badge	What Girls Learn	What It Means
DAISY (Grades K–1) Count It Up 	How to set sales goals by learning about the different kinds of cookies and what they cost.	When girls walk into a grocery store, they will know that foods cost money and have value. Family discussions about shopping bills and “saving for a rainy day” will become more meaningful.
DAISY (Grades K–1) Talk It Up 	How to agree on what to do with their cookie money, and let their customers know their goals.	Young girls are beginning to learn how to make important decisions together. Teamwork helps girls communicate their ideas, listen, compromise, and not get their feelings hurt in the process.
BROWNIE (Grades 2–3) Meet My Customers 	How to talk to customers, count change, and role-play for better customer relations.	Developing a sales pitch and being able to deliver it confidently empowers young girls, and gives them tools to benefit in other areas of their life—from running for student council to convincing their soccer team to practice more.
BROWNIE (Grades 2–3) Give Back 	Ways to set a giving goal to help others through their cookie sales, and how to communicate this to their customers.	Girls develop the positive habit of giving, and begin thinking about how to build philanthropy into their own saving and spending plans.
JUNIOR (Grades 4–5) Cookie CEO 	How to set up a group goal, explore how a small business works, create a cookie sales job list, and track sales.	Women are becoming a dominant force in business—two out of five privately held firms are female-owned. By finding out what it takes to run a business, Girl Scout Juniors can use these same skills in any profession they choose.
JUNIOR (Grades 4–5) Customer Insights 	Who buys cookies and why. By doing the research, listening for clues, and asking great questions, girls find out what customers want and need.	Girls become savvier sellers <i>and</i> shoppers by exploring their own purchasing power and being aware of what attracts them to a product and compels them to buy (or not!).

For more on badges, go to <http://forgirls.girlscouts.org/badges>.

OUR VISION

Girls develop specific business skills through the “learning lab” of the cookie sale.

Badge		What Girls Learn	What It Means
CADETTE (Grades 6–8) Business Plan		How to write a mission statement and set business goals.	When girls put their purpose on paper, they get a clearer sense of what is important to them and how to make these values a reality through thoughtful planning.
CADETTE (Grades 6–8) Marketing		How to create brand identity, measure the competition, and develop a marketing message.	By understanding that brands have an identity and that they do too, girls can distinguish between buying something they want or need from a company they believe in versus a company they don't.
CADETTE (Grades 6–8) Think Big		How to apply their financial literacy skills to their cookie businesses and take their plans to a whole new level.	Learning by doing is the most effective way for girls to use their financial literacy skills in all areas of their lives, from collecting coupons to save on the family groceries to depositing their allowances into interest-bearing savings accounts.
SENIOR (Grades 9–10) My Portfolio		How to create a cookie résumé and to communicate what they learned from their cookie sales experience.	As high school girls prepare for college and future employment, they learn how to package themselves effectively by gathering their experiences and skills to create compelling résumés and portfolios.
SENIOR (Grades 9–10) Customer Loyalty		How to build a customer list and inspire customer loyalty.	Girls know that building strong relationships is important in business and pleasure, and that a little appreciation goes a long way in friendship and in keeping customers coming back for more.
AMBASSADOR (Grades 11–12) Research & Development		How to budget for research development, and develop new ideas to bring to the marketplace.	Understanding what it takes to turn a good idea into a business inspires confidence in girls to see a world full of exciting opportunities and have the skills to act on them.
AMBASSADOR (Grades 11–12) P & L		Two approaches to their cookie business P & L: through understanding the business finances (Profit & Loss) and applying the Girl Scouts ethics (Promise & Law).	The Girl Scout Promise and Law helps Ambassadors value honesty, integrity, and a sense of corporate responsibility. Girls gain the skills to put these values into action by creating better businesses for our future.

WHO can sell Girl Scout Cookies?

Only Girl Scouts can sell Girl Scout cookies; and as Girl Scouts, the girls in your troop will join millions of their sister Girl Scouts in this iconic program. The *who* emphasizes community, inclusion and being part of something that's bigger than themselves, their troop and even their Council.

For Daisies and Brownies

Girls in this age group want to tell everyone about being a Girl Scout. Use this excitement to build sisterhood and trust in your troop. To introduce the concept of community, talk about the millions of other Girl Scouts, just like them, who are also selling cookies.

A call and response exercise is a fun way to get the meeting started.

- » **You:** Who gets to sell Girl Scout Cookies
- » **Girls:** Girl Scouts!
- » **You:** Can mom sell Girl Scout Cookies?
- » **Girls:** No
- » **You:** Can dad sell Girl Scout Cookies?
- » **Girls:** No
- » **You:** Who gets to sell Girl Scout Cookies?
- » **Girls:** Girl Scouts!



Juniors and Older

As girls get older, they will enjoy engaging in progressively more complex conversations about inclusivity, acceptance and community.

Sample Discussion Questions

- » What does being a Girl Scout mean to you?
- » Why is inclusion important for Girl Scouts?
- » How does the cookie program bring Girl Scouts together?

WHAT kind of cookies do Girl Scouts sell (and how much do they cost)?

Getting to know the Girl Scout Cookie flavors can be fun! Use memory games to get younger girls familiar with the flavors, while older girls can discuss how to use Girl Scout Cookies to make a new dessert from available recipes (girlscoutsaz.org/cookiefun) or they can create their own cookie-inspired treat.

Everyone likes to sample the cookies. If available, pass out cookie samples at your troop meeting. Girls may also enjoy attending a Service Unit Cookie rally where cookie samples are generally provided. Attend your local leader meeting for more information.

- » **\$5 PER BOX – Core Cookie Flavors** (*these cookies are always available*) – Thin Mints, Samoas, Tagalongs, Trefoils and Do-si-dos
- » **\$5 PER BOX – Supplemental Cookie Flavor** (*this flavor may change*) – 2020 will introduce the new Lemon-Ups (*not to be shared with the public until after 1/7/20*)
- » **\$6 PER BOX – Specialty Cookies** – Cookies like gluten-free Toffeetastics and Girl Scout S'mores

WHEN can she sell cookies?

Review the cookie program sales dates with girls and let them know when they get to start selling cookies! Make sure girls know they should be a sister to all Girl Scouts and not to take orders or sell before the start date.

WHY should she sell cookies?

It's all about girl learning and generating the income to finance girl learning. In Girl Scouts, the girls selling the product get to decide how to spend the troop proceeds they earn. This approach is unique to Girl Scouts and is the bedrock of the program.

Girls will learn practical skills they will use throughout their life as they run a business and make decisions about the money earned. All girls will set goals and create a strategy to reach them. Younger girls will learn how to count change and speak to customers; older girls will build complex budgets and dive into profit and loss principles. And the best part – the badge curriculum is top notch and turnkey-ready for girls.

Ask the girls which badge they would like to earn this season! Cookie Badge requirements are in the Girl Guides, the Volunteer Tool Kit (VTK) and the Digital Cookie platform.

But wait, there's more! Not only will the girls in your troop learn lifelong skills selling cookies, the program is also the financial pillar of the organization. Girls earn funds for their troop and funds that support all Girl Scout programming in the Council. The cookie program provides the resources to finance everything from troop trips and service projects, to summer camp and volunteer training.

To make it Girl-Led... let Girls Lead!

Everything girls do in Girl Scouting is designed to help them grow into leaders of courage, confidence and character. The skills girls learn through the Cookie Program will help them grow into leaders in their own lives, leaders in business and leaders in the community.



GOAL SETTING

Girls set cookie sales goals individually, and with a team, create a plan to reach them.



DECISION MAKING

Girls decide where and when to sell cookies, how to market their business, and what to do with their earnings.



MONEY MANAGEMENT

Girls develop a budget, take cookie orders and handle customers' money.



PEOPLE SKILLS

Girls learn how to talk (and listen!) to their customers, as well as how to work with other girls.



BUSINESS ETHICS

Girls act honestly and responsibly during every step of the cookie program.

Take time at your meeting to discuss how participating in the cookie program not only supports her own troop experience, but also connects her to the bigger Girl Scouting Movement. The cookie program has supported Girl Scouting for over 100 years. Without it, there would be no Girl Scouting for anyone. Like the girls who came before her, her participation is critical to the future of the movement.

WHERE *does she sell cookies?*

Girls can sell cookies in a variety of places. She can sell cookies to friends and family in person or through her Digital Cookie site, she can go on walkabouts, she can make posters or deliver a presentation to mom or dad's work colleagues, or set up a standabout (with permission from the property owner) on non-commercial property.

And she can also booth! Eighty percent of troops booth because it's a great way to sell cookies, connect with the community, and gives girls a safe setting to learn how to express themselves by interacting with customers.

Recently a popular TV show portrayed a family selling Girl Scout Cookies by just loading up the car and setting up shop in front of a random store. When it didn't work out at that location, they simply packed up and found another store front to set up their booth. In reality, it's more organized than that. While booting is a great way to sell cookies, increase your customer base, and connect with the local community, there are specific processes that must be followed to ensure girl safety, prevent double bookings and comply with requests from our corporate booting sponsors. Please refer to page 23 to review booting policy and procedures.

Girls are encouraged to be creative when deciding where to sell cookies; however, there are a few places girls cannot sell or market cookies, including (but not limited to) any public-facing social media or websites (including Next Door, Craigslist, etc.), in front of marijuana dispensaries or any place she cannot legally enter, or at a booth location that has not been approved through the Council.

Excluding cookies shipped through Digital Cookie, Girl Scouts can only sell cookies in their Council's jurisdiction. Please refer to page 35 for the Arizona Cactus-Pine Council jurisdiction map.

HOW *does she sell cookies?*

Deciding how to sell cookies is part of the learning for the Troop Leaders, parents and girls. It's an important piece in the program and clear planning will help girls (and you) be successful.

The first step in creating a plan to sell cookies, is deciding how many cookies the girls want to sell, which leads to goal setting. All girls can set goals. At your first cookie meeting, guide girls through the goal setting process.

As part of the goal setting process, girls should understand the concept of needs versus wants. Discuss the resources needed for troop supplies, snacks, etc. and what the troop wants to do for fun, like afternoon field trips and long-term travel goals. Don't forget to talk about the resources needed for service projects, supporting their favorite charity or resources for high awards.

The steps below can be modified to mentor the girls through individual or troop goal setting. Girls' voices should take priority in this discussion. Remember, Troop Leaders **cannot** mandate that girls sell a specific number of cookies – it's up to the girls (and their parents).

Work through the steps below to help girls set goals and determine their sales plan to reach them.

Simple Steps to Develop a Cookie Goal

Discuss the purpose of the goal.

- » Why do Girl Scouts sell cookies?
- » Who benefits from the money earned in the cookie program?
- » Why does she want to sell cookies?

Set a goal.

- » Make sure the goal is specific, measurable and trackable.
- » Talk about time management and the effort needed to reach her goal.
- » Confront unrealistic goals but encourage her to stretch outside her comfort zone.

Break the goal into smaller steps and benchmarks.

- » Write down the big goal and work through ways to achieve it.
- » Set a focus within the goal. For example, walkabouts during the week, booths on the weekends.
- » Set benchmarks to mark progress. Use a poster board to map out progress or use the Digital Cookie site to record progress.
- » Talk about potential obstacles.

Discuss the number of booths and walkabouts it may take to achieve the goal.

- » Think about ways to stay positive. What will she do if she feels like giving up?
- » Celebrate effort, determination and persistence. Setting goals and working to achieve them is hard work!
- » Praise her when she meets a benchmark. Put it into perspective when she doesn't.

Parent Meeting

Girls and Troop Leaders should spend time planning a Parent Meeting. With a little coaching, girls can come up with clever, fun and informative ways to share their individual and troop goals. They'll have even more fun telling their parents how they want to spend the proceeds!

Girls can talk about the difference between troop needs and wants and share long and short-term goals. To add more pizzazz and style to the meeting, help girls develop a marketing and sales plan and then wow the parents by having the girls present their campaigns.

Encourage the girls to explain the importance of inventory management to their parents. They can illustrate how they would need to sell more than four boxes of cookies to pay for just one unsold box.

Girls can stress to parents they should only take the number of cookies they can sell (they can always come back for more), the importance of communicating girl inventory numbers to the troop, and turning cookie money into the troop weekly, and that cookies can't be returned to the troop.

Girl Scouts is a safe environment where you have the freedom to have fun while learning. Entertaining ways to present topics include skits, posters, girl-made videos, songs, Cookie Jeopardy, or other fun interactive trivia games.

Parent meetings are also the perfect place to get more help! Explain the ways parents can be involved in their daughter's cookie selling experience. You may wish to create a one-page flyer to highlight the logistics.

Logistic Topics to Be Covered with Parents

- » The Parent/Guardian Permission and Financial Agreement must be signed. If the agreement has already been signed for the Fall Product Program in the same membership year, it also covers the cookie program.
- » Cookie selling dates. Girls cannot begin selling (or taking orders) until the start date.
- » Inventory management. No more than 120 unpaid packages of cookies should be checked out to a girl, unless she has a proven track record. Additional cookies can be checked out when the money is turned in.
- » Cookies *cannot* be returned to the troop; ask parents to only take what they can sell. They can always get more.
- » Explain who to contact to pick up more cookies.
- » Communicate the troop schedule for turning in cookie money.
- » Talk through the process of how to sign up for booths.
- » Discuss proper booth behavior and protocol. Do parents drop off girls at the booth? Will you be at every booth or do you need parent booth chaperones? What is the money handling procedure? How are girls expected to act at booths?
- » Emphasize the importance of keeping booth commitments. Emergencies happen, but canceling at the last minute hurts the entire troop and the entire Council. ***Because no shows hurt everyone, they may result in the troop losing additional booths.***
- » Review the Cookies for the Community Program, cookie contests and promotions.
- » Discuss girl safety.

Running the Cookie Program

Cookie Logistics

The most important tip, especially for new leaders, is **don't expect this to go perfectly**. Things are bound to happen, so expect the unexpected, focus on the big picture and allow yourself (and the girls) to learn while doing. Working with girls can be a glorious mess and wonderfully rewarding all rolled into one. Girl Scouts is a safe environment where you have the freedom to have fun while learning.

Troop Initial Orders

Making a healthy, but responsible, initial order to start off the cookie season will not only benefit your troop, it also helps manage inventory council-wide. A strong initial order will provide your troop with enough cookies to get through the first couple weeks of the program without having to visit a cupboard.

This is a time saver for the troop because multiple trips to the cupboard takes time and energy best spent elsewhere. Cookies go incredibly fast during the first few weeks of the program and under ordering will cause unnecessary stress on the troop. Initial orders help everyone!

- » It gives the Council and the Bakery an idea of how many cookies are needed Council-wide throughout the program and helps keep cupboards better stocked.
- » Data shows that cookies will sell fast at the beginning of the program. If you under order, you may need to make multiple trips to the cupboards, which can be overwhelming.
- » Over-reliance on the cupboards will create cookie shortages and long lines at the cookie cupboards. Please **do not** use the cupboard to pick up your initial order.
- » There is a Girl Reward tied to initial orders!

How To Make An Initial Order

Making a responsible initial order is quick and easy. Simply use the Initial Order Calculator on the Council website. It will give you a breakdown by flavor of what to order based on your troop's sales last year. You can even adjust for girl participation.

How Does the Initial Order Calculator Work?

For returning troops, GSACPC recommends that the initial order be equal to 80% of the troop's total per girl average (PGA) from last year, multiplied by the number of girls selling this year:

Initial Order Calculation Example

Previous Year's Troop PGA = 170 packages

PGA x .80 = 136

Girls selling this year = 10

136 x 10 = 1,360 packages

New troops can also use the calculator!

It will calculate the initial order using the total Council PGA for the specific age group. If you are concerned about how many to order, it's a good idea to discuss your initial order with your Service Unit Cookie Manager or other experienced Troop Leaders in your area.

Once the number of cases needed for the Initial Order is determined, Troops enter it into eBudde and submit it. You may submit your Initial Order as soon as you have access to eBudde, but you will not be able to change it later. The Initial Order must be submitted before the deadline. Don't forget to submit your Initial Girl Reward Order, too, if your troop has earned it.

Best Practice

Troop cookie inventory should be placed under the *other row* in eBudde by flavor. The *other* category is used to keep track of your *troop cupboard*. Cookies are transferred from other to individual girls as they check them out throughout the program. This keeps your inventory record clean and easy to manage.

Initial Order Girl Rewards

Initial Order Girl Rewards are tied to the *per girl average* of the troop's initial order based on the number of girls selling (not girls registered) in your troop and is submitted at the same time as the Initial Order for troop inventory.

EBUDDE TIP: For eBudde to calculate the per girl average (PGA) for the initial order, you must assign ONE package of cookies for each girl selling in eBudde. Most troops assign each girl selling a box of Thin Mints.

Caution! *If you meet the PGA required to earn the Initial Order Reward but fail to assign EACH girl selling ONE box of cookies, eBudde won't be able to calculate the Initial Order Girl Reward. This means the item won't be ordered for your troop and you may have to forfeit the reward because Council does not have enough stock to fulfill Girl Reward orders that were not entered into eBudde.*

If you are unsure how to enter your initial order and initial order girl rewards into eBudde, please contact your Service Unit Product Manager and/or visit our website for eBudde tutorials and the Council Specific eBudde manual.

Cookie Delivery

Cookie Delivery is an exciting weekend in January when nearly two million packages of cookies are distributed throughout the Council.

How It Works

The Product Program Team schedules a delivery site, date and time with each Service Unit. The Service Unit schedules a cookie pick-up time with each troop. The troop schedules a cookie pick-up time with girls and parents.

Each Service Unit manages delivery day a little differently. Your Service Unit will contact you about delivery logistics.

Please Keep the Following in Mind:

- Arrive at the date, time and location assigned by your Service Unit Product Manager.
- Small children should be left at home due to safety concerns.
- Count and re-count cases of cookies before you sign the delivery receipts. Once you have signed for the cookies, they are your responsibility.
- Keep your delivery receipt!



CAR TYPE	# OF CASES
Compact Car	35
Hatchback Car	30
Mid-size sedan	35
Standard Car	45
Station Wagon	70-75
Sport Utility Vehicle	80
Mini-Van (seats in)	100
Pick-up Truck (full bed)	100
Cargo Van (seats in)	150-200

The chart outlines how many cookies should fit in your car. These amounts assume the car will be empty, except for the driver. Make sure you bring enough vehicles to pick up your entire order.

Throughout the Program

There are simple, but crucial elements of the Girl Scout Cookie Program that must be completed throughout the program. These can make or break the experience for your troop.

Troop Inventory

Cookie Inventory

It is critical that cookie inventory is closely monitored. Remember the troop must sell more than four boxes of cookies just to pay for one unsold box. A large surplus at the end of the program can wipe out troop proceeds and create many ill feelings. Troops cannot return cookies to Council, just like the Council cannot return cookies to the Bakery.

Girl Inventory

Communication with girls and parents is key! It is critical that troops have a clear picture of how many packages of cookies remain unsold in their troop. Girls should be reporting their inventory status AND turning money in *weekly*.

Girls should only take the number of cookies they can sell. Troops should limit the amount a girl can have checked out at one time to a maximum of 120 unpaid packages – unless she has a proven track record. Troops cannot turn in parents for unpaid cookies over 120 packages. Remind parents that girls can always come back for more!

Regardless of the number of cookies a girl has, troops should never give girls additional product if they haven't turned in cookie money.

On the other hand: Troops cannot arbitrarily assign a number of cookies that each girl MUST sell or require that each girl sell the same amount. Troops can make goals, encourage and mentor, but cannot force a girl or parent to take cookies. Nor can troops require payment when girls pickup cookies. Payment cannot be collected from parents until the cookies are sold.

How Many Boxes of Cookies Should You Give to Each Girl? Things to Consider:

- » How many boxes does the girl want to sell (goal)?
- » How much parental support does she have?
- » How much time does she have to booth?
- » Can she sell at her parent's workplace?
- » Is she using Digital Cookie?

Examples: Consider giving these amounts by flavor to different girls based on the girl's goals and needs. Adjust for your specific situations.

FLAVOR	# OF BOXES (CASES IN PARENTHESES)				
	GIRL #1	GIRL #2	GIRL #3	GIRL #4	GIRL #5
Trefoils	1	2	4	6 (.5)	12 (1)
Do-Si-Dos	1	2	4	6 (.5)	12 (1)
Lemon-Ups	1	2	4	6 (.5)	12 (1)
Samoas	3	6	12 (1)	18 (1.5)	24 (2)
Tagalongs	2	4	12 (1)	12 (1)	24 (2)
Thin Mints	4	8	12 (1)	24 (2)	36 (3)
TOTAL BOXES	12 (1)	24 (2)	48 (4)	72 (6)	120 (10)

What a Kindergarten Daisy troop with 12 participating girls might sell if they did NOT sell at a cookie booth:

- » 3 girls sold less than 20 boxes
- » 3 girls sold between 30-50 boxes
- » 1 girl sold 85 boxes
- » 3 girls sold between 130-160 boxes
- » 2 girls sold 200 boxes

TOTAL Boxes Sold = 1,080
Troop Profit = \$972.00 (1,080 x 90 cents)

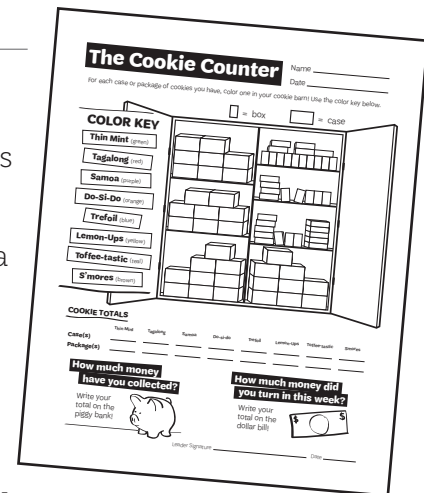
Girl Inventory Affects Troop Inventory

Check girl inventory before going to a cupboard. It is better to use unsold girl inventory at a booth than to stock up troop inventory and leave the girl and parent unable to sell (or pay for) the cookies she has checked out.

Use the Girl Cookie Counter located on the Council website or create a shareable online document to track girl inventory in real time.

Troop Inventory

Troops are financially responsible for the cookies they order. Most troops easily sell the inventory they check-out. However, occasionally troops will order more than they are able to sell. This can be caused by a sudden illness or an unexpected situation. If you find your troop has over ordered cookies, don't panic, but be proactive and immediately follow the steps on the next page.



- » Time is critical! Post excess cookies on the Cookie Exchange in eBudde (remove the post immediately after they have been transferred out).
- » Pick up additional booths in eBudde or self-schedule booths.
- » Talk to parents. They may be able to work with their daughter to sell additional cookies.
- » Contact your Service Unit. They may be able help you network with troops looking for cookies.
- » Use inventory for Troop Cookies for the Community donations.
- » Contact your MSE and the Product Program Team.

And remember when you need more cookies, help your sister troops! Before you pick up cookies from a cupboard, use the Cookie Exchange in eBudde to see if there is another troop who can transfer cookies into your troop. They may even deliver!

Restocking Troop Inventory at Local Cupboards

Cupboards are satellite inventory stocking stations for volunteers across the Council. Generally, cupboards are in the garage of volunteers' homes. Council Cupboard locations are listed on the dashboard in eBudde. For safety reasons, the locations of the cupboards are not listed on the website. Hours of operation, special instructions and current inventory availability are all listed in eBudde under the transaction tab and specific cupboard location.

To help ensure that girls consistently have access to the cookie flavors they need, cupboards are strategically consolidated throughout the program. Email notifications are sent to announce cupboard closures and the information is posted on the eBudde Dashboard.

Cupboard volunteers spend countless hours assisting volunteers and managing inventory. Please treat them with the utmost respect and follow these guidelines:

- » Orders must be entered into eBudde 24-48 hours prior to pick up. Exceptions may be made for unexpected inventory needs, but please don't abuse the practice. See the eBudde training for details on how to enter your cupboard order.
- » The person picking up the inventory must be entered into eBudde and they must know their password for the cupboard to release the cookies. See the eBudde training for details.
- » Cupboards only distribute cookies by case (i.e., 12 packages/case).
- » Cookies cannot be returned!
- » Generally unopened and sealed cases of core flavors may be exchanged for a different case of cookies; however, exchanges may be limited or not allowed at the end of the program. Exchange flavors early during the sales period.
- » Exchanges of specialty cookies are not allowed.
- » Damaged cases and packages may be exchanged.
- » If there is a council-wide cookie shortage, cupboards may limit the amount troops can pick-up.

Selling Cookies!

Wherever You Sell – Spread the Message

- » Cookies are a skill-building activity for girls.
- » Share your individual and troop goals and what you are learning about.
- » Offer the option of Cookies for the Community
 - It's a double-donation opportunity for customers!
 - Tell them about the cause you are supporting and why.
- » Share fun cookie facts
 - The Girl Scout Cookie Program is the largest girl-led business in the world, generating \$790 million in annual sales across the U.S.–funds that do a lot of good through supporting girl leadership and community service!
 - Do-si-Dos, Trefoils and Thin Mints have been sold since the 1950s.
 - Today, there are only two licensed bakers of the famous cookies, down from the 14 bakers licensed to make Girl Scout Cookies in the 1960s.

Cookies for the Community: *Customers love to donate cookies!*

Support the local community and boost troop sales by participating in the Cookies for Community Program! Talk with your troop about Cookies for the Community to find out which option works best for your troop:

Council Cookies for the Community

The Council Cookies for the Community option makes it easy for troops to participate since the Council virtually handles it all for you. Troops do not take possession of the product and are not required to deliver the cookies. Girls simply learn about the organizations, articulate the program to customers, and sell virtual packages of cookies to customers.

Record the number of packages sold by each girl and enter the numbers in eBudde under the C_CFC in the Girl Tab. The troop never takes possession of this inventory; however, the funds are deposited into the troop account like any other package of cookies sold. Council delivers the cookies!

United Food Bank, St. Vincent de Paul's Food Pantries, and Packages from Home are some of the nonprofits supported. Check our website for a complete list.

Troop Cookies for the Community

The Troop Cookies for the Community option allows troops to support an organization of their choice. Girls should decide on an organization and learn about it so they can articulate the information to customers. Troops are responsible for delivering cookies. Be sure to check with the organization in advance to ensure they can accept your gift!

Record the number of packages sold by each girl and enter the numbers in eBudde under the T_CFC in eBudde. The funds are deposited into the troop account like any other package of cookies sold.

The troop delivers the cookies, using their own cookie inventory.

As a best practice, use any remaining inventory at the end of the program to fill the Troop Cookies for the Community numbers. **Donations do not need to be flavor specific.** If you need to pick up additional cookies to fulfill your Troop Cookies for the Community order, check the Cookie Exchange in eBudde to connect with other troops who have a surplus of inventory before going to a cupboard.

Cookies for the Community Tip! Lead the pitch by asking all customers if they would like to donate a box of cookies, instead of asking if they would like to buy one. Customers who want to buy a box will stop – they want to eat the cookies – while customers who weren't going to stop, may have a change of heart and buy a box to support a local charity.

Girls who participate in Cookies for Community can earn the annual, girl-designed Cookies for the Community patch. This is a girl reward (not a troop reward). See our website for patch requirements and how your Girl Scouts can enter their patch design.

Walkabout and Self-Scheduled Booth Week

Council-scheduled booths will begin after the first week of the program; however, troops may start boothing at self-scheduled locations during the first week! Boothing information is on page 23.

Girls are also encouraged to use the first week to walk around the neighborhood in their blinged-out wagon, stroller, suitcase or anything with wheels (but without a motor) before boothing hits hard! Of course, girls are highly encouraged to walkabout throughout the entire program. Walkabouts are a great way to boost girl confidence, practice the Five Skills and increase sales.

Walkabouts – Girl and Volunteer Safety

- » Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- » Adults must accompany Girl Scout Daisies, Brownies and Juniors selling door-to-door.
- » Cadettes, Seniors and Ambassadors must be supervised by an adult when selling door-to-door and must never sell alone.
- » Never enter the home or vehicle of a person when you are selling or making deliveries.
- » Avoid selling to people in vehicles or going into alleys.
- » Know the neighborhood where you are selling.
- » Have a plan for safeguarding money.
- » Avoid walking around with large amounts of cash.
- » Do not walkabout at night.
- » Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.
- » Be aware of traffic when loading product and passengers from vehicles.
- » Girls' names, addresses and email addresses should never be given out to customers.
- » Use a group contact number or address overseen by an adult for customers to request information, reorder, or give comments.

Telephone

Girls can call contacts from previous sales to see if they would like to purchase cookies again.



Call customers again before the end of the program to thank them and ask if they need additional cookies. Older girls may want to text friends and family to let them know “It’s Cookie Time!”

Businesses

- » Girls may approach local businesses and ask to sell cookies in the workplace.
- » Girls may ask local businesses to sponsor a “Milk and Cookies” event. The employer purchases Girl Scout Cookies as well as milk for their employees. Girls can take additional orders from the employees.

Digital Cookie

Digital Cookie is the only platform where girls can sell Girl Scout Cookies online. And with the Digital Cookie (DOC) platform, the Girl Scout Cookie Program you know and love is better than ever. Fun, easy-to-use tools help your Girl Scout enhance her cookie business with online and mobile channels that make it easy for cookie fans near and far to contribute to her success.

Girls will use the DOC platform to build a personalized business page where she can earn badges, set goals, use bar graphs and pie charts to track boxes sold and document service projects. Plus, she’ll have fun playing cookie trivia and other games.

All registered Girl Scouts will receive an email in January inviting them to participate in this exciting program. This secure online system allows girls to design personalized online storefronts to share their cookie program goals and invite customers to support them. Girls 13 and over will need to have their own email address to use DOC.

Digital Cookie Mobile App: Girls can use their Digital Cookie mobile app on walkabouts and for in-person sales! **After girls have set up the Digital Cookie website**, they can download the app and use the same log-in as their Digital Cookie website.

The Customer Digital Cookie Experience

Customers must receive an email from a Girl Scout. Customers cannot go directly to a girl’s storefront. Online storefronts will share cookie and service project goals and customers can see a picture or video of their favorite Girl Scout.

All digital cookies are paid for online with a credit card and can be delivered in two ways:

- » Cookies are shipped directly to the customer. This is the perfect option for out-of-town friends and family who want to support their favorite Girl Scout! Delivery charges will apply.
- » Girls can deliver cookies to local friends and family. This will save on delivery charges, but a parent/guardian must approve the transactions, or the sale will be declined. The Girl Delivery option closes a week before the program ends to ensure that girls have the inventory to fulfill orders.

Other Online Tools

Although girls and their parents cannot make financial transactions online with Girl Scout product (other than Digital Cookie); girls can market their cookies on **PRIVATE** social media accounts and follow up with the customer in person. Please follow these guidelines when marketing cookies online:

- » Girls who are 13 or older may use Facebook or other social networking sites to let friends and family know that it is *Cookie Time* again! *Tip: share @GSACPC posts promoting cookies.*
- » Girls cannot market product on Craigslist, Nextdoor or any *public facing platforms* - this includes private groups.
- » Personal emails or street addresses of girls should never be used. Instead, girls can use a group or adult email account monitored by an adult.
- » Girls should only use their first name or troop number.
- » **Girl Safety** is top priority and girls should take the *Girl Scout Internet Safety Pledge* found on the GSUSA Website prior to marketing cookies online.

Boothing

Booths and Girl Scout Values

Eighty percent of GSACPC troops booth because boothing is a great way to increase sales, engage with your local community and connect to the Girl Scout Movement.

If you are new to Girl Scouts, you may be asking yourself, what is a booth? A booth is a temporary “shop” that troops set up to sell Girl Scout Cookies to the general public. Booths are the most direct and visible interaction the public has with Girl Scouts. They are traditionally set up in front of local businesses; however, other possible locations include sporting events, churches, or community events.

Please keep in mind that because GSACPC has such a vibrant boothing culture, occasionally the competition and fervor to increase sales can get the best of the kindest person. Please be graceful and kind if you find yourself in a difficult situation. The Girl Scout values and identity outlined in the Girl Scout Promise and Law are there to help us navigate through these types of situations. It's easy *to help people at all times* when people are being nice, it can be more challenging when they aren't. As Girl Scouts, we are required to follow our Law and Promise, especially when others are not – even other Girl Scouts.

Our Mission

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Promise

On my honor, I will try:

To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

- » We ask adults to remember they are role models for our girls. Please do not argue in front of girls.
- » If two troops arrive at a booth, the troop with the eBudde confirmation always takes priority and the other troop must leave. Always bring your eBudde confirmation and written permission (for self-scheduled booths) from the store manager.
- » Never involve a store manager or store employee in any disagreement. If you can't resolve a problem, leave, even if you are right. Take the girls on a walkabout and call the Product Program Team, when you can.
- » Follow all store managers' instructions, even if they ask you to leave. Be courteous to their requests. Store Managers have the final say, NOT the Product Program Team. Take the girls on a walkabout and call the Product Program Team, when you can.
- » Follow proper ratios: Two adults (one must be a registered Girl Scout) and two to four girls.
- » You may see some people behaving in a 'not-so-Girl Scout' manner. If you wish to lodge a complaint about another Girl Scout adult volunteer, please contact the Product Program Team or MSE and we will help resolve the conflict. Please do not use Facebook or other social media to vent.

Boothing the Girl Scout Way!

Be a sister to every Girl Scout and make the cookie program a positive experience for all.

- » We are guests at booth sites. Please act like a guest in a friend's home.
- » Don't monopolize your favorite booth site.
- » Always greet the store manager on arrival and departure; thank you notes add a great Girl Scout touch!
- » Be respectful of our store supporters! Leave their competitors' bags, shirts, or other material at home.
- » Be considerate of the troop scheduled before and after you. Do not arrive more than five minutes before your scheduled time or stay after your scheduled time.
- » Keep doorways and walkways clear.
- » Divide girls into shifts based on the number of girls in your troop. *No more than four girls and two adults at one time. No less than two adults and two girls.*
- » At least one adult must be a registered Girl Scout.
- » Non-Girl Scout siblings and friends are not allowed at the booth.
- » Greet customers with a hello when they enter the store and ask them if they would like to purchase cookies as they leave.
- » Wear a form of Girl Scout identification and appropriate attire.
- » Some properties may allow more than one Girl Scout booth in front of different stores in the strip mall. This is okay. There should be enough traffic for all troops. Please be respectful and supportive of all girls boothing.
- » Leave the booth site cleaner than when you found it. Do not overfill the stores' trash cans. Take the empty boxes with you and recycle them.

What is the Difference Between a Self-Scheduled Booth and a Council-Scheduled Booth?

Council-Scheduled Booths

Council-scheduled booths are those scheduled through Council and are listed in eBudde. Most of the Council-scheduled booths are entered before booth rounds begin. However, our partners determine both the times and dates when they will allow boothing and *when that information is released* to the Council. As such, additional Council-scheduled booth opportunities may become available throughout the program. Notification that new Council-scheduled booths have been uploaded to eBudde will be sent through email.

Troops may not contact businesses that have made Council-scheduled booth arrangements. These partners generally include (but are not limited to) large grocery store chains, Wal-Mart and Sam's Club. Sometimes Council has an agreement with a specific store in a chain, like one Walgreens or one Barro's Pizza, or a community partner such as ASU, the Phoenix Zoo, participating restaurants in the GS Cookie Dessert Challenge or a community college. These will be shown in eBudde.

It is critical that we maintain a positive relationship with our partners for their continued support of Girl Scouts and our cookie program. Understandably, our partners do not want to field calls from troops, if they have already agreed to a Girl Scout booth schedule.

Please respect our partners and check eBudde to see which store locations are Council-scheduled and then follow these guidelines:

- » If most of a chain retailer's locations are listed in eBudde, it means they have a state or national agreement. You may not call that business, even if your specific store location is not listed.
- » If only a few of a chain retailer's locations are listed in eBudde, then you may call any of the locations NOT LISTED. Do not call any locations already listed in eBudde. If a business or organization has only one location listed in eBudde, such as a restaurant, community college or the Phoenix Zoo, please do not call them.
- » Council will help keep you up to date on boothing at specific businesses and locations via our email communications.

What Are Booth Rounds?

Council-scheduled booths are extremely popular and competition for them can be fierce. Booth rounds were created to provide more equitable access to Council-scheduled booths among troops and to prevent hoarding booth sites. Troops are limited to a specific number of Council-scheduled booths they can select each week. Booth rounds take place several weeks before the program begins. The booth round dates are located on the Council website.

Booth Round Example

- » Round One Saturday @ 9:00AM – 2 total booth slot per troop
- » Round Two Saturday @ 9:00AM – 2 total booth slots per troop
- » Round Three Saturday @ 9:00AM – 3 total booth slots per troop
- » Round Four Saturday @ 9:00AM – 3 total booth slots per troop
- » Round Five Saturday @ 9:00AM – Open (*but please only select booths you can staff*)

Self-Scheduled Booths

Self-scheduled booths are booths that troops scheduled themselves. These booths are entered into eBudde by the troop and need Council approval, which takes 1-2 business days. If you need approval for a last-minute booth opportunity, please email productprogram@girlscoutsaz.org to expedite the process. We will do our best to accommodate your request.

- » You may begin self-scheduling booths as soon as you have access to eBudde.
- » Select self-scheduled booth locations wisely. Make sure the business is child-friendly and appropriate for Girl Scouts. Locations catering to adults only, like bars, gun shops or marijuana dispensaries are inappropriate selling locations.
- » Get written permission for any self-scheduled booth from the store manager and bring a copy of it to the booth. Use the *Self-Scheduled Booth Authorization Form* located on our website.
- » Make sure the property management company allows bothing. Sometimes the store manager will approve a booth when the property management does not allow bothing on their property.
- » Remember to ask the store manager if any other authorization is needed.

What Is a 1:1 Ratio Booth?

Juniors, Cadettes, Seniors and Ambassadors may booth with a 1:1 ratio, meaning one adult to one girl. The adult must be a legal guardian, who is a registered Girl Scout and background checked. Sisters may booth together with their legal guardian.

Booths must be scheduled through the Troop Cookie Manager or IGM Coordinator and entered into eBudde.

Guidelines

- » Girls should use their own inventory (not troop inventory).
- » 1:1 ratio booths should be self-scheduled booths.
- » High volume sites, like Fry's Food Stores and Wal-Mart, are not eligible for 1:1 booths UNLESS an unforeseen emergency prevents a girl from attending and the site risks a no-show or late cancellation.

Daisy and Brownie ratio for booths is always two adults and two-to-four girls. One adult must be a registered Girl Scout.

What is the Difference Between a Booth and a Standabout?

Standabouts are lemonade-style stands on private, non-commercial property. Girls must have permission from the property owners. **They do not need to be entered in eBudde.**

No Shows are a NO, NO!

No shows to a booth, any booth, even your self-scheduled booths, hurt everyone – as does last minute cancellation. Although emergencies happen, they are rare occurrences, therefore, no-shows or last-minute cancellations should happen rarely. Unfortunately, both happen frequently.

Here's why no-shows or last-minute cancellations impact all of us:

Cookie Finder

Cookie Finder is an app that directs customers to cookie booths and in 2019 there were **76,344 searches for cookie booths** – up 25% from 2018. However, this app is only a positive experience for customers when girls are boothing at the sites listed.

Understandably, customers are frustrated when they use the app to locate the nearest a box of Thin Mints only to find that there are no Girl Scouts at the site! Every year, the Product Program Team receives multiple calls from upset customers who have visited several sites listed in Cookie Finder but are unable to find any cookies. This damages the Girl Scout reputation and causes a loss in revenue.

Impacts Girls

GSACPC is known across Councils as a boothing Council. This means that boothing is critical to our sales success. Troops that don't show for their booth deprive other girls from that boothing opportunity. Many girls would happily take your spot, but they can only do so if they know it's available. If you must cancel, please cancel at least 24-48 hours prior to the booth so other girls have time to pick-up the booth.

Damages Relationships

Every year the Council secures thousands of booths for girls across the Council. Booth partners are excited to support Girl Scouts and expect girls will be at their location during the specified times. When a troop is a no show to a booth site, it damages the relationship with our boothing partners.

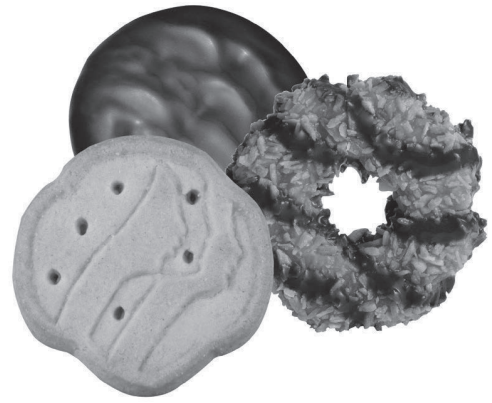
Canceling Booths at the Last Minute

Emergencies come up, girls get sick, life happens. And although canceling last minute in eBudde is better than a no-show, late cancellations should only be used as last resort.

How to prevent no-shows or last-minute cancellations:

1. Don't overbook booths. Just because a booth is open doesn't mean your troop has the resources to staff it.
2. Cancel the booths in eBudde as soon as you know your troop cannot staff it. If it is a Council-scheduled booth, **do not post the open site on social media and hold the spot in eBudde**. If it is a Council-scheduled booth, open it back up to the Council, not just your Service Unit, by canceling it immediately in eBudde. If it is a self-scheduled booth, cancel it in eBudde first and then you can network with your neighborhood to let others know it's open. They will need to re-enter it in eBudde.
3. Don't schedule 1:1 booths at high volume sites like Wal-Mart or Fry's Food Stores. These sites are for multiple girls boothing and 1:1 booths at these sites should only happen if one girl had an emergency and another girl could not take her spot.
4. Talk to your parents about no-shows and last-minute cancellations. Discuss the reasons why it's important to let you know as soon as possible if their daughter is unable to booth.

Troops who no show to a booth or frequently cancel at the last minute will lose Council-scheduled booth privileges. If you would like to report a no-show booth, please use the form on our website.



BOOTH SALE WORKSHEET

DATE _____ TIME _____ LOCATION _____

	Total	Lemon-Ups	Trefoils	Do Si Dos	Samoas	Tagalongs	Thin Mints	S'Mores	Toffee-tastics	Cookies for the Community
# of boxes - start										
minus # of boxes - end										
boxes sold <i>(subtract end from start)</i>										
total traditional <i>(# boxes sold x \$5.00)</i>										
total specialty <i>(# boxes sold x \$6.00)</i>										
	\$									

FINANCIALS

- Ending Cash \$ _____ The amount you have at the end of this booth sale (includes cash, checks and credit card payments).
- + PayAnywhere Income + \$ _____ Total PayAnywhere sales.
- Starting Cash - \$ _____ The amount you started with in your cash box
- Total Sales = \$ _____ Subtract 'Starting Cash' from "Ending Cash." This number should match the "Total Sales" number in the table above.

PARTICIPANTS

Stocking for Booths

Stocking a booth can be nerve-wracking. How many cookies should you take? What if you run out of cookies? What if you have too many cookies left over? Every booth is different, even at the same location. The time of day, the beginning or end of the program, the weather, girl experience, flavor variety and even a sporting event can affect your booth.

Consequently, predicting sales can be difficult. The best source for advice is an experienced Cookie Volunteer in your area. Network with your Girl Scout sisters and ask for guidance, strategy and tips about the area. Remember it's better to run out, especially at the end of the program, than to overstock and not be able to sell the leftovers. Below are recommendations, not guarantees, of what is needed for a typical booth.

- » A "good" booth could sell 20-30 boxes an hour.
- » A "great" booth could sell up to 50 boxes or more an hour.

A Good Starting Point:

- » 2 cases each of Lemon-Ups (*or applicable rotating flavor*), Trefoils, and Do-Si-Dos
- » 4 cases each of Samoas and Tagalongs
- » 5 or 6 cases of Thin Mints

Booth Tips

If you can, arrange to have a parent available to bring you additional cases from home or a cookie cupboard (if open), if you need more inventory while you are boothing.

While boothing, be sure to keep the chocolate flavors with you and in the shade! The backup cases of NON-chocolates can stay in the car until you need them. But even then, remember that cars can get really hot.

What Should I Expect from the Girls at a Booth?

All girls are different. However, the following information is a guideline of what you should expect from girls at different levels and the appropriate amount of time girls should be at a booth. Please consider your girl's abilities, fatigue factors and goals to keep boothing fun, not a chore.

Daisies are generally able to greet customers, have product knowledge and explain Cookies for the Community. Attention spans are short, and girls need close supervision. ***The recommended time for a Daisy to booth is an hour.***

Brownies are generally able to make change with adult assistance, greet customers, have product knowledge, share goals and explain Cookies for the Community. Attention spans are short. ***The recommended time for a Brownie to booth is one to two hours.***

Juniors are generally able to confidently make change and speak with customers. Juniors should be able to share their goals in detail. Attention span is moderate. ***The recommended time for a Junior to booth is two to three hours.***

Cadettes, Seniors & Ambassadors are generally able to complete the sale without adult assistance. Girls at this age are able to clearly express their goals and can be active in setting up their booths. ***The recommended time for these girls to booth is up to four hours.***

Increase Your Booth Sales: Tips for Success!

- » Bling your Booth! Customers will love your flair.
- » Bring along a troop goal poster and pictures of activities in which your troop has participated. Don't forget to include your Service Projects!
- » Girls should speak clearly at an appropriate volume. Shouting and loud boisterous selling techniques push customers away, decrease sales and can harm our reputation and partnerships with the business. Make signs to encourage bundling of cookies (*i.e., get X boxes for Y*).
- » Bundle packages and attach recipes that use the cookies, or offer handmade cards, such as "Happy Birthday" or "Thank You."
- » Promote the Cookies for the Community Program. Customers love to see Girl Scouts supporting the community.
- » If certain varieties are not selling, open a box (which the troop must purchase), break them into bite-size pieces, and let customers take a sample.
- » Brainstorm with your girls and create your own marketing strategy!

Customer Payment of Cookies

Customers always pay for cookies when they receive them, and payment options are increasing as technology evolves. For the most current customer payment options, please check the website or the Troop Supplement. However, please note if your troop accepts checks, they should be made out to the troop. Only accept checks from people you know. Be aware that all insufficient funds or bounced check fees are the responsibility of the troop.

Dealing with Customer Complaints

Although the Bakery has very high standards of quality, occasional complaints are to be expected. Any and all complaints should be handled quickly and in a professional manner. Satisfying the customer is the primary focus. So, no matter which troop sold the package of cookies, please assist the customer.

- » Replace damaged or unsatisfactory cookies for any customer (even if the cookies did not originate from your troop). Council will reimburse your troop or replace the box of cookies.
- » Notify the Council's Product Program Team at productprogram@girlscoutsaz.org.
- » Call Little Brownie Bakers at 1-800-962-1718 or visit littlebrowniebakers.com.

Girl and Volunteer Safety

- » Two adults and 2-4 girls at each booth unless it is a 1:1 booth.
- » One adult at the booth must be a registered Girl Scout with a cleared background check.
- » Have a copy of the *MS-27 Emergency Card* and important health history handy.
- » Girls should always be at a safe distance from oncoming traffic.
- » Provide girls with breaks during their booth shift.

- » Appoint someone to safeguard the cash box. Fanny packs may be used in place of a cash box.
- » Never let the cash out of your sight.
- » Cash box: \$30 in one-dollar bills. No more than \$100 in cash box at one time!
- » When you have more than \$100 in the box, move it to a safe location.
- » Do not accept bills over \$20. Council will not replace counterfeits over \$20.

What to Do In Case of a Major Emergency (THEFT, FIRE, PERSONAL INJURY, ETC.)

- » Care for the immediate needs of the victim.
- » Secure help. Call 911, if necessary.
- » Follow the instructions on the *MS-27 Emergency Card* – in the forms library on our website.
- » In the event of a major emergency, please notify Council by calling the Cookie Emergency number found on the eBudde Dashboard or the Council 24-hour emergency number at 602-531-5935.
- » Contact your Troop Cookie Manager, and/or Service Unit Manager, if needed.
- » Do not issue any statements to the media. If the media contacts you, please email marcom@girlscoutsaz.org and/or call the emergency number to report it.
- » Do not post statements on social networking sites.

Cookie Financials

Troop Bank Deposits

Properly handling cookie money is critical for a successful Troop Cookie Program. Please follow these simple, but effective steps:

- » Deposit cookie money into your troop account weekly (or more often).
- » Only deposit money into the troop bank account. Don't 'mingle' Girl Scout money with personal money.
- » Provide parents with a signed receipt when collecting money (and checking out cookies).
- » Regularly verify account balance and deposits with bank records.
- » Confirm there are sufficient funds for ACH debits.

ACH Process

ACH is short for "Automatic Clearing House," which is the method Council uses to transfer funds owed for the cookie program from your troop's bank account into the Council's bank account.

There are three ACH dates when funds are withdrawn: two during the program and one a few weeks after the program. Please see the Council website and supplemental information for the

dates. The two ACHs during the program are generally \$1.00-\$2.00 per box checked out. Please check the Council website for the exact amounts and dates. The final ACH will transfer the final amount owed to Council. Your troop must have sufficient amounts in the troop account for every ACH debit.

To ensure a successful transfer of funds and to prevent your troop account from being overdrawn (troops are responsible for all overdraft fees), you need to understand the ACH Process.

IMPORTANT! Please review the process so you know how it works and what to expect. It takes Council a few days to prepare the ACH.

1. Troop bank balances are checked at end-of-day the Monday before the ACH date. By doing this, we know what's in your bank account, and we minimize the risk of an account overdraft.
2. The ACH is prepared on the Tuesday before the ACH.
3. The ACH is approved on Wednesday before the ACH.
4. The ACH posts to your bank account on Thursday. You should also see the transaction posted in eBudde under the "Sales Report" tab.

EBUDE TIP
 You can find the total amount due to Council and the total cookies checked out on the Sales Report Tab.

Note that you need to deposit the money before 5:00 p.m. on the Monday before the ACH. Money deposited after Monday at 5:00 p.m. will not be included in the ACH. However, you should be making regular deposits throughout the program. Please be aware of **holidays** because if the bank is closed on Monday, the money must be deposited on the Saturday prior.

Council should be able to collect the full amount due from your troop during the scheduled ACH. If Council is unable to collect the full amount because of insufficient funds, we will continue to attempt ACHs from your account (*you will not be notified*) until the balance is paid.

It is the Troop Cookie Manager's responsibility to check their bank account and the "Sales Report" tab on eBudde to know what the troop has paid, and what is still due.

REMEMBER: *We check the troop's bank balance on Monday and base our ACH withdrawal on the available balance. If troop money is spent between Tuesday and Thursday, the account may become overdrawn. Troops are responsible for all overdraft fees. If the Monday falls on a bank holiday, money must be deposited on the Saturday before the ACH.*



End of the Program

Follow these simple steps and closing out the cookie program will be a breeze!

If You Still Have Cookies & the Program is Almost Over

- » Continue to use Cookie Exchange in eBudde to connect with other troops to transfer cookies out of your troop inventory. You may find a troop who needs to fulfill their Troop Cookies for the Community order and will transfer your cookies into their troop.
- » Contact your Service Unit Cookie Manager. She or he may be able to help you network with troops who need additional cookies.
- » Continue to sell the cookies. The end date of the cookie program means you must pay for your cookies, and cookies sold, and Girl Rewards must be assigned to girls. eBudde will be closed, and you will not be able to pick up more cookies. However, it doesn't mean you can't continue to sell the cookies you have in your possession. *In fact, it's highly recommended that you do continue to sell, because the troop is responsible for paying for all unsold cookies. You will not be able to return them to Council.*
- » **Time is of the essence.** Girl Scout Cookies contain no preservatives and expire Sept. 1.

A Day or Two Before the End of the Program

- » Verify eBudde sales reports against receipts. If you find something is incorrect, email the Product Program Team at productprogram@girlscoutsaz.org.
- » Assign all cookies to the girls.
- » Make sure all Final Girl Reward selections have been made.
- » Submit your Final Girl Reward order in eBudde.

Shortly After the Program

- » Verify all funds have been deposited into your troop account.
- » Make sure you know the final ACH date and understand the ACH process.

Nonpaying Parents

- » If you have a nonpaying parent, submit the online *Parent Outstanding Balance Form* (found on the Council website) by the due date. LATE forms are not accepted.
- » Attach the signed Parent/Guardian Agreements, all transaction receipts and email communication pertinent to the collection of debt.
- » If the troop fails to submit the form by the deadline, the troop will assume all financial responsibility for any unpaid balances.
- » If the balance is paid by the parent after the form has been submitted, contact the Product Program Team and the collection process will stop.

The Collection Process

- » Council will make every attempt to collect money owed from parents or Troop Cookie Managers.
- » If we are unable to collect payment, or start a payment plan, we may turn the debtor over to an outside collection agency.
- » Deliberate misuse of funds will result in prosecution to the fullest extent of the law.
- » Collection fees are the responsibility of the debtor.
- » Girls who owe money from a previous program year are not allowed to sell cookies individually. They may booth with their troops, but their parent or guardian cannot handle cookie money.

Celebrate Your Success!

Girls should plan a party or pick a place they want to visit to celebrate their successes and reward their hard work!

Girl Rewards

- » Girl Rewards are cumulative.
- » Girl Rewards arrive 1-3 months after the program.
- » The invitations for event rewards will be sent directly to the girl, usually via email.

LITTLE BROWNIE BAKERS

GSACPC cookies are made by Little Brownie Bakers (LBB), one of two bakeries licensed to produce Girl Scout Cookies in the U.S., LBB leads the way in creating delicious snacks with wholesome ingredients:

- » RSPO Certified (Mass Balance) Palm Oil
- » No High Fructose Corn Syrup
- » No Partially Hydrogenated Oils
- » Zero Grams Trans Fat per Serving
- » 100% Real Cocoa in Thin Mints, Tagalongs, Samoas and Girl Scout S'mores
- » Thin Mints are Vegan
- » Toffee-tastics are gluten-free

For more ingredient information please see littlebrowniebakers.com

The Girl Scout Cookie Program

The Largest Girl-Led Business in the World

Inspiring fiscally savvy girls and financially independent women for over 100 years.

The Girl Scout Cookie Program is more than just a sale, it is a program that provides girls the skills they need to become successful women. Whether working on a high school science project, running a household, being a project manager or a company CEO, there aren't many organizations that help girls learn key business skills. Girl Scouting does, with the largest girl-led business in the world!

Yes, we admit it: Girl Scouts are savvy, smart and resourceful. We have a one-of-a kind, top-notch program that simultaneously mentors girls, gives them an opportunity to develop lifelong skills and helps to fund their troop and organization. Not an easy claim to make!

Our hope is that you witness the fruits of your labor as you watch young girls develop into articulate, confident young women because of Girl Scouts and their participation in the cookie program. The work of dedicated volunteers like you, and the girls you mentor, helps to ensure this organization continues for another 100 years.

Thank you.

Media Inquiries

During the Girl Scout Cookie Program, troops are occasionally approached by reporters from television, radio, newspaper, and online media for interviews and photo opportunities. Be sure you understand what they are interested in covering before agreeing.

If you plan to work with local media, please focus on your neighborhood's local papers and radio stations to avoid overlap with Council efforts. If you would like to be part of Council's proactive media efforts, including early morning TV segments, please email marcom@girlscoutsaz.org.

If you are approached by the media in a crisis or uncertain situation (such as being solicited for your Girl Scout opinion on potentially controversial topics), please DO NOT make any statements to the media. Instead, contact the Council Communication Team immediately at marcom@girlscoutsaz.org or 602-531-5935.

As a member of Girl Scouts, you are a representative of the organization. What you say and do impacts the whole organization.

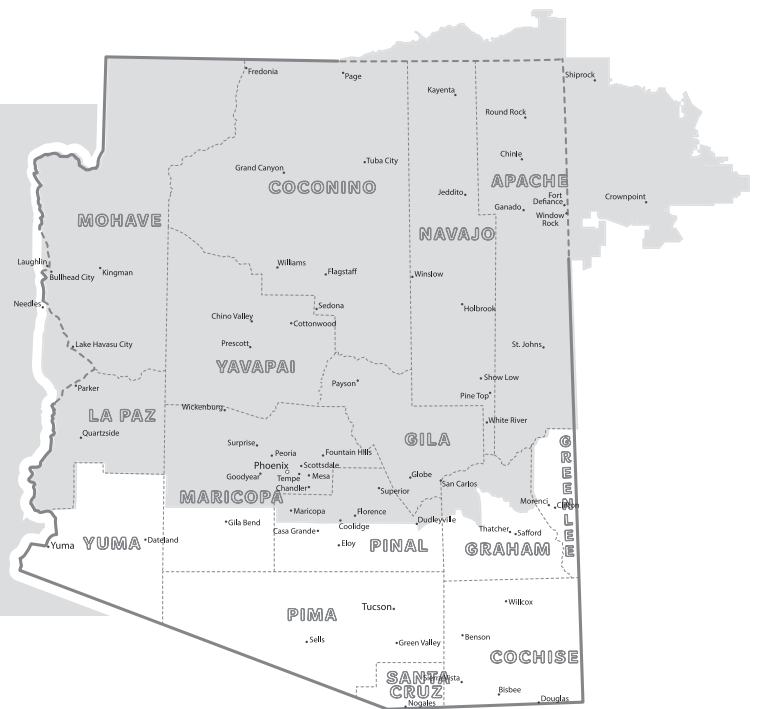
The following guidelines are important to remember when speaking to media:

- » You are never obligated to speak with members of the media. Please refer them to Council and we can help coordinate, whether or not you decide to be involved.
- » Do not issue any statements to the media regarding any controversial topics, emergencies or accidents on behalf of GSACPC.
- » Specific questions regarding cookie sales data, procedures or policies should be directed to the GSACPC Product Program Team.

COUNCIL BORDERS

Girl Scouts–Arizona Cactus–Pine Council covers central and northern Arizona, which is roughly two-thirds of the state. Please keep in mind the following information regarding Council borders and selling cookies:

- » GSACPC Girl Scouts can only sell within these borders.
- » Parents, guardians, or relatives may not bring order cards to work, if they work outside of Council borders.
- » No booths may be set up outside Council borders.





119 E Coronado Road
Phoenix, AZ 85004
602.452.7000 | 800.352.6133

girlscoutsaz.org