



# What can a cookie do?

My Community Product Sale Coordinator is: \_\_\_\_\_

She/He can be reached by phone at: \_\_\_\_\_ by email at \_\_\_\_\_

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# troop cookie manager checklist

## Pre-Sale

- Confirm that all girls and adults in the troop are registered for the 2012 Girl Scout year.
- Complete a Troop Product Sale Manager Job Agreement and Background Check form.
- Attend your Community's Troop Cookie Manager training session, on the date set by your Community PS Coordinator.
- Update your eBudde troop site. Be sure your Girls Registered and Girls Selling figures are correct, as the Girls Selling figure is key in determining your amount of troop proceeds.
- Conduct Girl / Parent Cookie Training: Help your girls set troop cookie goals and plan troop booth sales.
- Initial Order Taking is Jan. 1 – Jan. 25 . NO MONEY IS COLLECTED DURING ORDER TAKING.
- Collect girls' Initial Order cards, and encourage girls to continue taking orders with the Goal-Getter Order Card.
- Complete eBudde entry and submit Initial Cookie and Initial Incentive orders via eBudde, to your Community PS Coordinator by \_\_\_\_ (date set by your Community).

## After Delivery Feb. 14-18th

- Pick up your Initial Cookie Order on \_\_\_\_\_, at the time given to you by your Community PS Coordinator.
- Distribute your cookies, and any Initial Order Incentives that have arrived, to your girls/parents. Complete a cookie receipt for each girl and have the parent sign for the initial cookies and any additional ones later.
- As girls take additional orders on the Goal-Getter Order Cards, secure those cookies from a Cookie Cupboard. Girls may continue to take orders throughout the sale in this way. All cookies received from a Cookie Cupboard will be recorded into eBudde for you, in the "difference line" at the bottom of the eBudde Girl Orders Tab. Be sure to move the cookies to the correct girls from the "difference line" for credit toward incentives.
- Conduct troop cookie booth sales. Check out booth sale cookies from Cookie Cupboards. You may return unsold cookies to the Cupboard, in full cases, within 1 business day of checking them out. Cookies from the Initial Cookie Order MAY NOT be returned under any circumstances. Your transactions at the Cookie Cupboards will be entered into eBudde for you, into the "difference line" at the bottom of the eBudde Girl Orders Tab. You must separate these cookies among your girls for credit toward incentives before the end of the sale. If these cookies are not separated by March 31st, they will be distributed for you equally among all your girls.
- No changes may be made on the Girl Orders Tab after March 31st.
- Collect money from girls often and make deposits into the Troop Account often. Enter the troop's deposits into eBudde as they are made. Check your eBudde Sales Report Tab to see how much is due to the Council. Deposit your troop proceeds into your troop bank account.
- Complete any Troop-to-Troop Transfer forms for transfers of cookies between your troop and another. The troop RECEIVING the cookies enters the transfer into the eBudde System. The Troop-to-Troop Transfer paper copies will be part of your final paperwork to the Community Product Sale Coordinator.
- Complete any Combine Sisters forms to combine the packages of cookies sold by sisters for the higher rate of Cookie Dough. In order to qualify for this, EACH of the sisters must sell a minimum of 50 packages of cookies. These forms will be a part of your final paperwork to the Community Product Sale Coordinator.
- In order to calculate Cookie Dough and to order girl incentives, girls will not accumulate additional Cookie Dough or girl incentives for any cookies they sell after March 31st (including booth sales after March 31). In this way, Cookie Dough and girl incentives will be available to troops and girls as soon as possible.

## After Sale

- Troop submits final troop paperwork (Troop Sales Report from eBudde, Alert forms, Sisters forms, Troop-to-Troop Transfer forms) to their Community PS Coordinator by \_\_\_\_\_ (date set by your Community).

# dear volunteers:

## Welcome to the 2012 Cookie Program!

I am thrilled to be working with all of you again as Director of Product Programs. I know this will be an exciting year with our new Savannah Smiles 100th celebration cookie and new theme and theme related recognitions are sure to make Girl Scouts 100th Birthday a special year and a great cookie sale!

This year's theme is What Can a Cookie Do? More than you see, with activities to help girls **discover** how Girl Scouts are making a difference, to **connect** with people in their communities, and to **take action** in their neighborhoods and beyond. To help you inspire your girls, Little Brownie Bakers provides volunteers with many tools, including activities that link to official Girl Scout awards.

**For Cookie Activity tools, resources, activities, cookie information and clip art, see [www.LittleBrownie.com](http://www.LittleBrownie.com).**

Returning this year are the following customer favorites: Do-si-dos, Samoas, Tagalongs, Trefoils, Dulce de Leche Thin Mints and Thank you Berry Munch and Our new cookie, Savannah Smiles, is replacing Lemon Chalets.

If you have any questions during the Cookie Sale, contact your Community Product Sale Cookie Coordinator, as she/he will be able to answer most questions.

**If your question cannot be answered at the Community level, please do not hesitate to contact me at [khebert@girlscoutsgwm.org](mailto:khebert@girlscoutsgwm.org) or 603-627-4158 x137 or 888-474-9686 x 137.**

Thank you for all you do!

*Kathie Hebert*



# cookie season at a glance

## Important Information

- To participate in the Girl Scout Cookie Sale, a girl must be a registered Girl Scout and have a signed parent/guardian permission form on file with her Troop Leader.
- Girl Scout Cookies sell for \$3.50 a box.
- Money is only collected when cookies are delivered to the customer, NOT when girls are taking orders.
- To earn Cookie Dough, a registered Girl Scout must sell a minimum of 50 packages of cookies.

## important dates

### October - December

Attend Community Troop Cookie Coordinator (TCC) Training and receive your troop cookie supplies.

### January 1

Initial Order-Taking begins.

### January 25

Initial Order-Taking ends.

### January \_\_\_\_ (Date set by your troop)

Girls return Initial Order Cards to their TCC, and receive their Goal Getter Order Cards. Girls continue taking orders with Goal Getter Order Cards. Goal Getter cookies are checked out from a Cookie Cupboard. Don't miss additional sales!

### January 30

All Initial Order troop-level eBudde input is finished. Troops submit Initial Cookie Order and Initial Incentive Order on eBudde to the Community Product Sale Coordinator (CPSC).

### February 1

Communities submit Initial Cookie Order and Initial Incentive Order on eBudde to the Council.

### February 17

Cookies are delivered to all Cookie Cupboards.

### February 18

Cookie Cupboards open and Booth Sales begin.

### February 14 - February 18

Community cookie deliveries occur. Your CPSC will contact you for your troop's pickup.

### February 18 - March 31

Girls deliver cookies and collect money.

### March 31

Booth Sales end.

### March \_\_\_\_ (Date set by troop)

Final girl payments are due to TCCs. Girls bring money to troop as it is collected throughout the sale and leaders deposit frequently.

### March 31

All final troop-level eBudde input is finished. In order to compile Cookie Dough and to order girl incentives, girls will not accumulate additional Cookie Dough or girl incentives for any cookies sold after March 31 (including late booth sales after March 31).

### By April 2

Troop submits final troop paperwork (Final Troop Sales Report from eBudde, copies of validated deposit slips, any Alert Forms, Troop-to-Troop Transfer forms) to their Community Product Sale Coordinator.

### May 1

Cookie Dough will be available for printing by each Troop Cookie Coordinator, for every troop that is paid in full in eBudde. Cookie Dough is distributed to the girls *immediately*. Girl Scouts selling 50 or more packages of cookies are eligible to receive Cookie Dough. Sisters may combine their packages sold for the higher rate of Cookie Dough, if each sister has sold 50 or more packages, and a Sisters Form is submitted to the Council by March 31.

# follow the 5 steps of cookie success:

## **STEP 1 – Set and Share Team Goals**

Goal-setting is a valuable life skill. Begin by helping girls brainstorm what they could do with cookie proceeds. Then help them select two goals that inspire them – one for fun and learning, and one for making the world a better place. Each girl writes the team’s goals on her order card, where customers will see them.

## **STEP 2 – Set Personal Goals**

Inspire the girls to imagine how can they be even more successful than last year. What would they like to learn? Be sure to remind girls that achieving a team goal requires that every person achieve her personal goal.

## **STEP 3 – Hold a Family Meeting**

Adults need to understand the importance of an activity before they give it their full support. Engaging families in the Cookie Program encourages them to be involved and stay informed. Encourage girls to plan the family meeting, play leading roles and make it fun for everyone.

## **STEP 4 – Sell Beyond Family and Friends**

People love Girl Scout Cookies and are generally predisposed to buying them. Many women say their first business success was getting a “yes” from an unknown customer. Encourage your girls to market beyond people they know.

## **STEP 5 – Track Your Progress and Celebrate Your Success!**

Using a Goal Tracker to watch sales grow keeps everyone focused on the goal. When girls reach their goal, remember to celebrate.



# what's up this cookie season?

## **This year's theme is What Can a Cookie Do? More than you see.**

Inspiring change, with activities to help girls discover how Girl Scouts are making a difference, to connect with people in their communities, and to take action in their neighborhoods and beyond.

## **The Cookie Line Up**

Little Brownie Bakers is proud to introduce Savannah Smiles, a tribute to the 100th anniversary of Girl Scouting. Savannah Smiles will be in place of Lemon Chalet Cremes. All of your other favorites are back!

## **Get in on the website action.**

You're busy, and Little Brownie Bakers wants to help by making your Troop Cookie Activities quick to plan and easy to carry out. The Little Brownie website ([www.littlebrownie.com](http://www.littlebrownie.com)) features lots of theme-related activities, crafts and games. Girl Scouts of the Green and White Mountains' website will be updated throughout the cookie program with useful information and forms as well including the Cookie Locator, which helps potential customers find *your* booth sale ([www.girlscoutsgwm.org](http://www.girlscoutsgwm.org)). CLICK AWAY!

## **2012 Girl Scout Cookie Pin Program**

The Girl Scouts of the USA Cookie Pin Program is an innovative opportunity to put the Girl Scout Promise and Law into action, incorporating the cookie program. Download the Girl Scout Cookie Pin Program Activity Guide from [www.girlscoutsgwm.org](http://www.girlscoutsgwm.org). Pins are available at Our Store.

## **And That's Not All...**

There are exciting new incentive items for the girls. Returning is our 500 box level with a great incentive package of exciting and fun items!

## **Cookie Rally to Go**

Would you like your Community to participate in a Cookie Rally to learn some great tips on the sale experience? Does your Community Product Sale Coordinator not have the time to plan a whole rally beginning to end? Girl Scouts of the Green and White Mountains is happy to present Cookie Rally To-Go Boxes available to Communities that need a little assistance in planning their own Cookie Rally. Just rent the box and GO! (Available in the STANDARD or the DELUXE version!)

**MORE** of what customers want

# parent involvement

This year, make it a priority to involve parents/guardians in the Girl Scout Cookie Program. It will go a long way toward helping your troop stay motivated and reach their goals. Involve parents/guardians in training, and encourage them to read the parent newsletter before signing the permission slip. Here are a few helpful tips:

## Communicate!

- Let parents/guardians know about the goals set by the troop and individual girl goals.
- Host a cookie training party and invite the family.
- Have your girls write letters home sharing their plans, or send postcards.
- Help parents and girls understand that girls can help pay their way to Girl Scout camp through the cookie program!

## Personalize!

- Every parent/guardian likes to hear about their child's successes.
- Share your observations of their daughter's growth in skills and self-confidence.
- Let each parent know that their child is an individual in your eyes, and not just one of the crowd.

## Utilize!

- Families can be great resources of expert help. Find out what skills and hobbies family member have, and recruit them to do tasks that fit their interests.
- Involve family adults in helping you plan cookie activities.

## Empathize!

- You are devoting a great deal of time and energy to helping a group of Girl Scouts become happy, resourceful citizens. If a parent/guardian is less than receptive to your requests for help, understand that perhaps the timing is just not right for them. Try them again later in the year.

## Economize!

- Try your best to use adult resources wisely. When you conduct meetings, begin and end on time.
- When you recruit adults to work with your Girl Scouts, be specific about what you need them to do, and only ask for as many adults as you really need.

## Also...

Plan a "Me and My Buddy Cookie Day"—girls can make a date with their dad, uncle, grandfather or favorite male adult buddy to escort them on a troop-wide cookie event! Make it a cookie caravan around your town with door-to-door selling or a special Me and My Buddy Booth Sale!

Get creative, don't be shy...Parents/guardians are your greatest resource. If they are enthusiastic about the Cookie Program, it will help you, the troop and the girls. Most of all—HAVE FUN!!



# FAQs

## What if I ordered too many cookies?

In the event you over-order, DO NOT PANIC! However, you will need to act quickly. Notify your District Product Sales Organizer and Community Product Sale Coordinator to assist you in finding a troop who needs your extras.

## What if there is a damaged product?

- If a customer is displeased and/or rejects a package of cookies ordered due to damage, recover the damaged product and replace it with an acceptable product from your extra cookies.
- Call your Community Product Sale Coordinator and she will arrange to replace the damaged product for you.
- Always remember—customer satisfaction is the foundation of a successful program!

## How many cookies should I order for a booth sale?

The best-selling varieties are Thin Mints, Samoas, Tagalongs, Do-si-dos and Trefoils. The amount you sell at a booth sale will vary depending on location, day and time of sale. Ask your Community Product Sale Coordinator for advice.

## What does the Council use cookie money for?

The money raised from the cookie program is used to keep the Council operating in an efficient manner that provides girls with innovative programs. It is used to maintain and develop our camp facilities, provide year-long activities for girls, and for girl financial aid, so activities are available to all girls who wish to participate. The money is also used for volunteer development and resources such as trainings, manuals, and staff support.

## Approximately how many cookies will fit in my car?

Compact car 30-35 cases

Standard car 45-50 cases

Standard station wagon 70-75 cases

SUV/mini van 100-150 cases

Standard pickup 100 cases

Standard van 150-200 cases

Amounts may vary depending on layout of vehicle and whether you remove the seats completely, and any passengers.

## I know of a girl who is registered as an Individual. How can she participate in the cookie sale?

Any Individual Girl Scout who wishes to participate in the cookie sale through a Pathway should contact Rachel Green at 603-627-4158 X142 or 888-474-9686 x142, or [rgreen@girlscoutsgwm.org](mailto:rgreen@girlscoutsgwm.org).

Virtual Pathway girls should contact Stephanie Erickson at X 120 or [serickson@girlscoutsgwm.org](mailto:serickson@girlscoutsgwm.org).

### Final paperwork due to your Community Product Sale Coordinator:

- Final Troop Sales Report from eBudde
- Combine Sister forms, if applicable
- Troop-to-Troop Transfer forms, if applicable
- Alert Forms A and B, if applicable

# incentives help girls dream more

## Girl Awards - 2012 Cookie Sale Program

### 2500+ Packages ipad



### Cookie Diva Club: 1000+ Packages

Kindle OR Beauty and the Beast Show (1 ticket with transportation from Bedford, NH Service Center and lunch).



### 500+ Packages

Choose either the Giraffe Lover's set OR the Sleepover set.

#### Giraffe Lover's Set

Includes: Georgia giraffe plush animal, giraffe print journal, giraffe pen pal, giraffe print duffle bag, giraffe print travel case, and pink popart pen.



#### Sleepover Set

Includes: Transparent playing cards, time to shine alarm clock, pop art tote, fleece blanket in carry wrap, and purple peace T-shirt.



### 250+ Packages Stylish bandana



### 150+ Packages 150+ patch



### 15+ Packages 2012 theme patch



## Initial Order Incentives

### Winter wear set

Awarded to all girls with an initial order of at least 250 packages!



### Peace sign fabric wall decoration

Awarded to all girls with an initial order of at least 150 packages!



### Cookie Dough

#### If you sell 150+ packages

Sell 150+ packages of cookies and earn \$ .20 per package = \$30+ in Cookie Dough.

#### If you sell 101-149 packages

Sell 101-149 packages of cookies and earn \$.15 per package = \$15.15 - \$22.35 in Cookie Dough.

#### If you sell 50-100 packages

Sell 50-100 packages of cookies and earn \$.10 per package = \$5-\$10 in cookie dough.

All recognitions are cumulative. Each girl who sells 50+ packages of cookies, during the entire sale, will earn Cookie Dough.

Cookie Dough can be used for: day or resident camp, camp quick trips, Council programs and events, Desintation, Our Store and our online store.

girls have **MORE** to dream about

# guidelines for cookie dough

Cookie Dough is an earned award for each Girl Scout who participates in the cookie program, and sells a minimum of 50 packages of cookies. Cookie Dough is earned per packages sold as follows:

**50-100 packages = \$.10/pkg. 101-149 packages = \$.15/pkg. 150+ packages = \$.20/pkg.**

Cookie Dough certificates expire December 21, 2012 at 5pm. **Lost or misplaced Cookie Dough certificates will not be reissued.**

Cookie Dough (CD) will be available at the Incentives Tab of eBudde after May 1, 2012, for Troop Cookie Sale Managers to print and distribute to their girls. If CD is not available on eBudde, it could be because eBudde shows the troop with a balance due. Please check with your Troop Leader.

If your Girl Scout receives a campership, the total amount of CD earned must be applied to her camp balance. Mail the CD certificate to the Council with her camp or campership paperwork.

Sisters who are registered girl members of Girl Scouts of the Green and White Mountains may combine their packages sold to earn the higher CD rate AFTER each girl has sold a minimum of 50 packages. The troop of one of the sisters submits the "Combine Sisters' Cookie Dough" form to the Community Cookie Sale Coordinator as soon as possible.

## Where to Use Cookie Dough

**Camp Sessions/Quick Trips**—CD may be used to pay for up to 100% of a camp session fee, excluding the registration fee. When mailing in your camp registration form, include the CD form with "camp" option circled. CD may be applied to the balance due amount of the camp fee. CD must be mailed in with the final payment balance – refunds will not be made once the bill is paid in full.

**Activity Centers**—CD may be used to pay for up to 100% of a Regional Activity Center fee, excluding any deposit that may be required. Activity Centers normally run for a short period of time during the summer and school vacation weeks. Check our website [www.girlscoutsgwm.org](http://www.girlscoutsgwm.org) for more information.

**Destinations**—Girl Scouts of the USA National and International Destinations are a fabulous opportunity for girls age 11 and older. CD may be applied to the expenses incurred for these activities, and must be submitted prior to departure. Visit [www.girlscoutsgwm.org](http://www.girlscoutsgwm.org) for more information.

**Council Program Events**—Girls may use CD to pay up to 50% of the per-person fee for Council-sponsored programs listed in the Program Guide. Ask your Troop Leader about the Program Guide or find it on [www.girlscoutsgwm.org](http://www.girlscoutsgwm.org).

## Transfer of Cookie Dough

**To a sister**—Girl Scouts may transfer their CD to a sister who is a registered GSGWM Girl Scout.

**To the Girl Assistance Fund**—Girl Scouts may transfer their CD to help other Girl Scouts through the Girl Assistance Fund, which provides assistance to girls in need of membership dues, sashes, vests, insignia, handbooks, and financial assistance to Council-sponsored program events. CD transferred to the Girl Assistance Fund may not be designated to a specific Girl Scout or Community, but any Girl Scout is welcome to apply for money from this fund. To a National or International Destination participant - see above.

**Our Store**—CD may be used to make purchases in Our Store for all items except earned recognitions. Visit our website at [www.girlscoutsgwm.org](http://www.girlscoutsgwm.org) to view our online store.



# cookie cupboards

## What is a Cookie Cupboard?

Cookie Cupboards are warehouses of cookies in convenient locations throughout the Council, where you can pick up extra cases of cookies for additional orders and booth sales.

Cookie Cupboards will have all 8 varieties of cookies in their initial stock. Only the top five sellers will be re-ordered (Mints, Samoas, Tagalongs, Do-si-dos, Trefoils). Savannah Smiles, Dulce de Leches, and Thank You Berry Munch cookies will be first come, first served. When they are gone – they are gone.

Place your Cupboard Pending order on eBudde for your local Cookie Cupboard by noon on Monday for a Friday pickup. In that way, you can guarantee the Cupboard will have the quantities and varieties that you need. If you do not place a “pending” order on time, you will not be guaranteed you will get cookies and will have to wait to see if any are left after all orders are filled. Always let your Cookie Cupboard Manager know when you will be visiting the Cupboard for any reason.

You will receive a dated receipt reflecting every transaction you make at a Cookie Cupboard. These are important documentation, so make sure to immediately put them away in a safe place (a special envelope). Having all Cookie Cupboard receipts handy will make reconciling easier should a discrepancy in your cookie billing occur. Keep your receipts for one year.

No money is exchanged at a Cookie Cupboard. A Cookie Cupboard Manager cannot accept payment for the cookies you are signing out. The Cupboard Manager will enter all your Cookie Cupboard transactions in eBudde for you within 24 hours.

Extra or unsold cookies must be returned to the same Cupboard where you checked them out, the next business day after you have checked them out. You will receive a “Return” receipt. You MAY NOT return cookies that were a part of your Initial Order, only those that came from that Cupboard.

Cookies may be checked out in full, one-variety cases, and in mixed-variety cases of 12 packages. However, you may only return full cases of one-variety cookies to a Cookie Cupboard. You may not return mixed cases of cookies. Bring your dated receipt with you when you return cookies to show that you have taken them out of that particular Cookie Cupboard. The Cupboard will not accept as a return any cases that are written on, or in any way damaged. All returned cases must be in good condition so that they may be re-issued to another troop.

Cookie Cupboard Managers are volunteers who are giving up large amounts of their time, and, in some cases, lots of space in their homes for a month or so, to help make things more convenient for troops. Please do not call a Cookie Cupboard Manager before 8 a.m. or after 9 p.m. If an issue arises at a Cookie Cupboard, contact your Community Product Sale Coordinator immediately.



# troop cookie booth sales

## Did you know?

- Troops that have cookie booth sales are almost twice as likely to reach their troop goals, than troops that do not.
- Cookie booth sales can help your troop reach more customers, and give girls more opportunities to practice their people skills.
- Whether your cookie booth is at a grocery store, in a mall, at a community event, or mobile like a Cookie Van Caravan, there are steps to ensure that your troop's efforts really pay off.
- Enter your booth sale time and location into ebudde under the booth sale tab. Your Community Product Sales Coordinator will approve or not approve your booth sale. If approved it will be downloaded to the Cookie Locator so everyone will be able to see your booth location.
- If you plan to conduct a cookie booth sale outside of your own Community, before you schedule, please contact your Community Product Sale Coordinator so she can OK it with the Community Product Sale Coordinator of the other Community.

## 5 Easy Steps to a Successful Booth Sale!

**Step 1:** Pick a busy place and time! Contact your Product Sale Coordinator for suggestions about a fantastic location for your troop's booth sale.

**Step 2:** Stock up! Check out plenty of cookies from your local Cookie Cupboard, and take orders to deliver later if you run out. Remember, full cases of cookies may be returned to the Cookie Cupboard, after your booth sale, within 1 business day of checking them out. Cookies from your Initial Order may not be returned.

**Step 3:** Advertise! It pays to advertise! Involve the girls in brainstorming ways to attract customers to your cookie booth. Place posters announcing your upcoming booth sale around town in places seen by many people (always ask permission to place each poster). Contact your local town papers and any company newsletters you know of to let them know the date, time and location of your booth sale. Decorate your cookie booth with posters designed to look like road signs, goal charts, photos of group activities, and balloons. Wear cookie costumes (available for reservations and checkout from Council Service Centers).

**Step 4:** Recruit adult help! It is important to have enough adults present to ensure the safety of the girls. Check Safety Activity Checkpoints for the standards and procedures that apply to booth sales (like a day trip away from the meeting place: permission slips, transportation, adult coverage, first aider, etc.).

**Step 5:** Be Prepared! Practice sales techniques with the girls. Be sure everyone knows the detailed information about each of the cookie varieties, or can show nutritional information on the cookie package. Brush up on money-handling skills. Know how to make correct change! Practice asking a customer to buy cookies...and...the polite way to say "Thank you, maybe next year," when a customer says "no." Remember, you are in the public eye at a booth sale, and you should always present a positive image of Girl Scouting. Remind the girls to wear their uniform, membership pin, sash, vest, or a Girl Scout shirt, and *smile!*

**Bling your booth! Participate at [facebook.com/GSGWM](https://www.facebook.com/GSGWM)**

# payment and finances

## Cookie Price

Girl Scouts of the Green and White Mountains has set the price of cookies at \$3.50 per package. THIS IS THE ONLY PRICE YOU MAY CHARGE FOR COOKIES. The price of each package, as well as the licensed baker of the cookies and sale dates, can vary between the Girl Scout councils surrounding us. Our cookies are produced by Little Brownie Bakers.

## Money Collection

It is a GSGWM policy to accept money from a customer only at the time their cookies are delivered. Girl Scouts do not take money from customers at the time of order-taking. The one exception is when a customer ONLY orders Gift of Caring Cookies, which you will not be delivering to them.

## Finances: New This year!

A scheduled ACH withdrawal from the troop's bank account will pay the troop's cookie bill.



# Figuring Your Troop Proceeds

**Your troop proceeds are based on troop per-girl average (PGA).**

Per-girl average of:	Troop proceeds:
1-125 packages: \$.55 per package	126+ packages: \$.65 per package

## How to Calculate Troop Proceeds

Go to your troop eBudde SETTINGS Tab and be sure that your Girls Registered and Girls Selling figures are accurate.

Take the total number of packages the troop sells (don't forget to include booth sales) and divide that figure by the total number of GIRLS SELLING (listed in eBudde on your SETTINGS Tab). This will give you the troop's PGA.

### Example:

- A. Troop 30333 sold 1,500 packages of cookies during the entire sale.
- B. Troop 30333 had 12 girls selling cookies.
- C. Divide A by B (1,500 divided by 12).
- D. Troop 30333's PGA is 125 packages.
- E. Multiply 1,500 by the corresponding proceeds for a PGA of 125, which is \$.55 per package (1500 x \$.55).
- F. Troop 30333's troop proceeds are \$825.00!
- G. Go to eBudde and click on the SALES REPORT tab. You should see the same PGA and the same troop proceeds listed for your troop, figured by eBudde.

Use the information on the eBudde SALES REPORT for depositing the Amount Due Council into the Council Product Sales Accounts, and for depositing the Troop Proceeds into your troop account.



# guide to troop cookie supplies and paperwork

## From Little Brownie Bakers:

- Large envelope: Use this to store all of your paperwork and for a quick reference for cookie sale information and dates when you're in the car or on the go (Troop Cookie Manager).
- Handbook for Troop Cookie Teams: All about the Cookie Sale and how to have the most successful one yet (Troop Cookie Manager). Online only.
- Program material for your troop's age level: Many program ideas for the troop (Troop Leader).
- Package of Savannah Smiles cookie: New flavor - share with the girls (Troop Leader).
- Girl Initial Order Cards: Give to girls for the first day of sale for Initial Order Taking (1 per girl plus extras).
- Goal-Getter Order Cards: Give to girls when they have returned their Initial Order Card to you. They can continue to take orders throughout the sale. You will get the cookies for these additional orders from a Cookie Cupboard. Don't miss these additional sales (1 per girl plus extras)!
- Family Guide & Parent Permission: Contains lots of useful information to update families on the Cookie Program. Encourage parents to return only the signed permission section to the troop, and keep the other information. Each girl must have a signed permission form on file with the troop before they begin to take orders (1 per girl plus extras).
- Girl Money Envelopes: Give these to the girls when the cookies have arrived and they are ready to deliver them to their customers. Money is only collected when the cookies are delivered, not when the orders are taken (1 per girl plus extras).
- Receipt books: A signed receipt is issued by Troop Cookie Manager or Leader whenever cookies change hands (3 books per troop).

## In your Handbook for Cookie Team 2012 Online only

- Combine Sisters' Cookie Dough form: Sisters may combine their number of packages sold in order to qualify for the higher Cookie Dough rate. Each sister must have sold 50+ packages. Due to the Bedford Service Center, Attention Kathie Hebert by March 15th .
- Troop-to-Troop Cookie Transfer form: Used when a troop either gives or receives cookies from another troop. The "receiving" troop enters the transaction in eBudde. Both troops include a copy of transfer form with their final paperwork to the Community Product Sales Coordinator.
- Alert Form "A" (Delinquent Payment): Complete this form if a parent has not made full payment and the paperwork is due to your Community for the end of the sale. The Alert Forms "A" attached to your paperwork should equal any Amount Due Council on your eBudde SALES REPORT. Include a copy of this form with your final paperwork to your Community. Individuals who do not pay outstanding balances in a timely manner will be submitted to a collections agency.
- Alert Form "B" (Late Booth Sale): Completed if your troop is having a booth sale after the date when payments and paperwork are due to your Community. The Alert Form "B" attached to your paperwork will equal any Amount Due Council on your eBudde SALES REPORT. Once the booth sale is finished, you will pay the Amount Due Council. Include a copy of this form with your final paperwork to your Community Product Sale Coordinator.

## From your Community Product Sales Coordinator:

- Instructions for the eBudde Computer System: All the information you will need to enter your girls' initial orders, adjustments, and troop deposits into eBudde are included. Also included are instructions for printing the Troop Sales Report, your invoice for payment to the Council.
- Troop Product Sales Coordinator Annual Volunteer Service Description & Appointment: This appointment is completed each year, and signed.
- Background Check form: This background check form is required every five years.

# combine sisters' cookie dough

(Due to GSGWM by March 15, 2012)

(Each sister **MUST** have sold 50 or more packages of cookies to qualify.)

<b><i>Girls' Names</i></b> (Please print clearly.)	<b>Troop Numbers</b> (Please print clearly.)
<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

Parent's Name \_\_\_\_\_ Parent's Signature \_\_\_\_\_

<b><i>Girls' Names</i></b> (Please print clearly.)	<b>Troop Numbers</b> (Please print clearly.)
<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

Parent's Name \_\_\_\_\_ Parent's Signature \_\_\_\_\_

<b><i>Girls' Names</i></b> (Please print clearly.)	<b>Troop Numbers</b> (Please print clearly.)
<b>1.</b>	
<b>2.</b>	
<b>3.</b>	

Parent's Name \_\_\_\_\_ Parent's Signature \_\_\_\_\_

# troop-to-troop cookie transfer

Complete block below and cut along dotted line.

To Troop # \_\_\_\_\_ Leader's Signature \_\_\_\_\_  
Date \_\_\_\_\_

From Troop # \_\_\_\_\_ Leader's Signature \_\_\_\_\_  
Date \_\_\_\_\_

Community # \_\_\_\_\_

Entered into eBudde by the troop who has received the cookies. Both troops send in a copy of this form with their final paperwork.

VARIETY	# of BOXES
SAVANNAH SMILES	
TREFOILS	
DO-SI-DOS	
SAMOAS	
DULCE DE LECHE	
THANK U BERRY MUNCH	
TAGALONGS	
THIN MINTS	
<b>TOTAL</b>	

## Troop-to-Troop Cookie Transfer

Complete block below and cut along dotted line.

To Troop # \_\_\_\_\_ Leader's Signature \_\_\_\_\_  
Date \_\_\_\_\_

From Troop # \_\_\_\_\_ Leader's Signature \_\_\_\_\_  
Date \_\_\_\_\_

Community # \_\_\_\_\_

Entered into eBudde by the troop who has received the cookies. Both troops send in a copy of this form with their final paperwork.

VARIETY	# of BOXES
SAVANNAH SMILES	
TREFOILS	
DO-SI-DOS	
SAMOAS	
DULCE DE LECHE	
THANK U BERRY MUNCH	
TAGALONGS	
THIN MINTS	
<b>TOTAL</b>	

# alert form "A"

## Delinquent Payment

Today's date: \_\_\_\_\_ Troop #: \_\_\_\_\_

Girl with outstanding balance: \_\_\_\_\_

Parent's name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home #: \_\_\_\_\_ Work #: \_\_\_\_\_ Cell #: \_\_\_\_\_

<p><b>TOTAL AMOUNT OUTSTANDING:</b> \$ _____</p>
--

Name and phone number of individual completing this form:

\_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Action taken (include date): \_\_\_\_\_

\_\_\_\_\_

Action taken (include date): \_\_\_\_\_

\_\_\_\_\_

Additional information that will assist in collecting this debt:

**Include this form, and a copy of the girl's signed Parent Permission Form, and all signed cookie receipts for this girl, with final paperwork. Do not delay in submitting your final paperwork and payment because of this outstanding balance. DO NOT USE TROOP MONEY TO PAY THIS DEBT.**

# alert form "B"

## Late Booth Sale after your Community paperwork due date

Today's date: \_\_\_\_\_ Community # \_\_\_\_\_ Troop #: \_\_\_\_\_

Name of individual completing this form: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home #: \_\_\_\_\_ Work #: \_\_\_\_\_ Cell # \_\_\_\_\_

**BALANCE DUE COUNCIL: \$** \_\_\_\_\_

Booth Sale(s) scheduled for:

	1	2
Date:		
Time:		
Place:		

**An ACH withdrawal will be taken out of the Troop's bank account 2 business days after your booth sale. Cookies from late booth sales not entered into eBudde before March 31st, will not be applied to Girl Cookie Dough or girl incentives, but will accumulate Troop Profit.**

Additional comments:

\_\_\_\_\_  
(Signature of individual completing this form)

**Include this form with your final paperwork if you are planning a late booth sale, when your final paperwork and payments are due to your Community Product Sale Coordinator.**

**COOKIES FROM THE 2012 COOKIE SALE MAY NOT BE SOLD AFTER MAY 31, 2012 – NO EXCEPTIONS!**

# top tips for helping girls sell more

Sometimes we expect girls to naturally know how to sell cookies. The fact is that most girls need at least some guidance in the selling process. Here are some tips and techniques to help them achieve their goals. Did you know: 90 percent of the general public would gladly buy Girl Scout Cookies if asked, but nearly 35 percent are never asked?



## COOKIE CLUB

Encourage girls to join Cookie Club at [www.littlebrownie.com](http://www.littlebrownie.com). Cookie Club is a safe website where girls can:

- Ask customers for online orders
- Learn about goal-setting and track their progress
- Review safety information and take an online quiz prior to using the site
- Locate selling tips to help them reach their goals
- Record their customer lists so they can be saved and reused each Cookie Season

Girls still must deliver cookies and collect payment in person.

Customers order nearly twice as many cookies online.  
Cookie Club is the faster, easier way to reach high goals!



# top tips for helping girls sell more

## BOOTH SALES HELP GIRLS REACH MORE CUSTOMERS

Booth sales are a great way to increase your team's success. Remember, you must have the appropriate permission from authorities and your council before the booth sale.

Possible locations include:

- Grocery stores
- Sporting events
- Parks and playgrounds
- Concerts and plays
- Video and hardware stores
- Banks
- Car washes
- Quick oil change shops
- Places of worship
- Universities and colleges
- Malls



## TO MAXIMIZE SUCCESS, INVITE GIRLS TO CONSIDER THESE PROVEN TIPS:

- If some varieties are not selling, open a box (which your team must purchase), break them into bite-size pieces, and let customers take a sample. This sample will likely spark interest among customers and increase your sales.
- Make an attractive table display to gain customer interest. Remember to **make a cookie poster to hang from your table or for girls to wear**. Visit [www.littlebrownie.com](http://www.littlebrownie.com) for ideas and easy clip art.
- Bring along your **team goal poster** and pictures of activities in which you have participated.
- To encourage multi-box purchases, suggest that girls **bundle 3 cookie packages** with a ribbon, and attach gift cards and/or attach recipes that use the cookies. Handmade cards such as "Happy Birthday" or "Thank You" will be especially meaningful to customers. Find resources at [www.littlebrownie.com](http://www.littlebrownie.com).

**MORE** booths = **MORE** sales



## 100th Anniversary Alumnae Contest

During the cookie sale ask people to fill in an alumnae form if they were ever a Girl Scout or volunteer. Collect the forms and mail to Meghan Friolet by Friday, April 6, 2012.

Have a question? Contact Meghan at 888.474.9686 x110 or [mfriolet@girlscoutsgwm.org](mailto:mfriolet@girlscoutsgwm.org).

The troops that collect the most contacts for the Council will receive:

- Grand Prize: Weekend stay at one of our Girl Scout camps, troop choice**
- 1st Place: Free admittance to Sister to Sister for the troop (up to 15 people)**
- 2nd Place: Free rental of both Discover and Connect Journey boxes for the troop's age level and a \$30 Girl Scout gift certificate**

Girl Scouts of the Green and White Mountains  
 PO Box 10832, Bedford, NH 03110-0832 | 888.474.9686 | [girlscoutsgwm.org](http://girlscoutsgwm.org)



Collected by troop: \_\_\_\_\_

**Girl Scouts of the Green and White Mountains**

Reconnect with the premier organization for girls, the one that helped *you* become the successful woman you are today!

First name: \_\_\_\_\_ Last name: \_\_\_\_\_ Maiden name: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Telephone number: ( ) \_\_\_\_\_

- I would like to help with the 100th Anniversary Celebration
- I would like to attend Girl Scout alumnae events

Awards you earned:

- Golden Eaglet of Merit (1916-1919)
- Golden Eaglet (1919-1938)
- First Class (1938-1940 and 1962-1980)
- Curved Bar (1940-1962)
- Gold Award (1980-present)
- Silver Award
- Bronze Award
- Appreciation Pin
- Honor Pin
- Thanks Badge
- Thanks Badge II



Collected by troop: \_\_\_\_\_

**Girl Scouts of the Green and White Mountains**

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First name: \_\_\_\_\_ Last name: \_\_\_\_\_ Maiden name: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, zip: \_\_\_\_\_

Email address: \_\_\_\_\_ Telephone number: ( ) \_\_\_\_\_

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- Appreciation Pin
- Honor Pin
- Thanks Badge
- Thanks Badge II

# technology that powers a simple, fun cookie program

At [www.littlebrownie.com](http://www.littlebrownie.com), you'll find a world of volunteer resources that make the season fun and easy, like girl activities, clip art and recipes. Plus, you'll find links to these powerful tech tools:



It's the most delicious app ever! Now Cookie Customers can use their smartphones to stay just a click away from their favorite treats.

- **FIND** the booth sale closest to your GPS location or by zip code or city and state
- **CHOOSE** the times you want to shop
- **MAP** your way
- **ADD** the sale date to your calendar
- **DISCOVER** your cookie personality and tell the world about it
- **SHARE** sale locations and more with friends on Facebook, Twitter and email!

**VOLUNTEERS: Please keep Booth Scheduler in eBudde up to date with your group's times and dates. This data powers Cookie Locator and allows customers to find you.**



Check out the fun, easy-to-follow online training that gives you everything a volunteer needs to know about Cookie Season and how to help girls get the most from their experience. It's available 24/7 so it fits your schedule. You're a VIP – Very Inspiring Person!



eBudde is a cookie volunteer's best friend. Here's where you'll order cookies, track deliveries and more.

**MORE** technology, **MORE** help

# eBudde fingertip facts

You will receive eBudde training that will make the season a snap. Here are some quick reference facts.

## FIRST TIME USERS

1. <http://ebudde.littlebrownie.com>
2. Enter your email address and temporary password: **samoas**. Click **LOGIN**.
3. Change your password and enter contact information. Click **SUBMIT**

## RETURNING USERS

You can use the same email address and password as last year. Forgotten password?

See **LOGIN** page.

The system works through **tabs** at top of the page.

## CONTACTS TAB

Review information and edit as necessary

## SETTING TAB

1. Enter number of girls selling and registered; goal in packages.
2. Mark "receives proceeds" if applicable
3. Enter banking information
4. Click **UPDATE** to accept all changes.

## GIRLS TAB

- a. Enter names of girls. GSUSA ID and Cookie Club login optional. Click box for registered. Enter goal in packages
- b. Click **UPDATE** to accept all changes.

## INITIAL ORDER TAB

1. Click each girl's name; go to bottom of screen, click squares to begin entry.
2. **TAB** to enter your girls' total cookie order in boxes by variety.
3. Press
  - a. **ENTER** (on keyboard) or **OK** button.
  - b. Repeat for each girl
    - **BOOTH** – Click BOOTH, bottom of screen, click squares to begin entry. **TAB** to enter in boxes and variety number of cookies for booth sales. **ENTER** (on keyboard) or **OK** button.
  - c. **SAVE** the page.
    - Review the totals at the bottom, if correct click **SUBMIT** order. You cannot change order after it has been submitted. Contact your volunteer manager or the product sales staff at your council to make changes.
  - d. Print copy for your records.

# eBudde fingertip facts

## **DELIVERY TAB**

Review, and enter delivery information. **SUBMIT** information.

## **INCENTIVE TAB**

1. Click **FILL OUT** next to **Initial Incentive Order**.
2. Review girl orders if applicable.
3. Enter or review total awards earned.
4. Click **SUBMIT** to submit your order.

## **BOOTH SALES TAB**

### **Council Sites**

1. Click the **Council Sales** button.
2. Find booth sales you would like to sign up for, click date and time.
3. Click time slot and click submit button.

### **Troop Requests**

1. Click the **My Sales** button.
2. Click **add a location**.
3. Fill in location site information, date and time range.
4. Click update. Request will be pending until approved or denied.

**REMEMBER: Please keep Booth Scheduler in eBudde up to date with your group's times and dates. This data powers Cookie Locator and allows customers to find you.**



# eBudde fingertip facts

## FINAL ORDER

### Girl Orders Tab

1. Update girl orders to include all additional packages sold and payments made.
2. Click **Save** to save your information.

### Transactions Tab

1. Enter troop-to-troop transactions (if applicable).
2. Enter pending order to the cupboards (if applicable).
3. Click **Save** to save your information.

## INCENTIVE TAB

1. Click **FILL OUT next to** Final Incentive Order.
2. Enter or review total awards earned.
- 3 Click **SUBMIT** to submit your order.

## DEPOSIT TAB

1. Click **add a deposit at the top of page. TAB through boxes, press** ENTER on keyboard.
2. Enter bank, date, transaction number, and amount of deposit (use decimal points, 157.50).

## SALES REPORT TAB

1. Review final package numbers.
2. Review your receipts.
3. Enter Gift of Caring packages (if applicable).

