2020 Cookie Program
Troop Leader Training
February 7-March 22
5 Skills Girls Learn Through the Cookie Program

1. Goal Setting
2. Decision Making
3. Money Management
4. People Skills
5. Business Ethics
Your Troop Will Receive:

1. Cookie Troop Envelope - 1 per troop
2. Troop Coordinator Guide - 1 per troop
3. Parent Permission Form - 1 per girl
4. Coin Envelope - 1 per girl
5. Receipt books - 2 per troop
6. Order card - mailed to each registered Girl Scout and at delivery sites

Extra material available at each service center.
What is New

• Lemon-Ups
• New Digital Order Card jump start date
• LBB Boutique items updated to purchased with Cookie Dough Only
• Instant rewards pilot program
• Troop Bonus 180 pga 900 min must pay by final ACH due date
New

- Cookie Pin is now Cookie Entrepreneurial Family pin-year by year cookie pin collection for Daisy-Ambassador
- Opt out Juniors and up
- eBudde upgrades
- EXCITING! New reward option at 1500 box level for older Girl Scouts
Coming Back

- Little Brownie Baker
- Girl Scout Toffee-tastic and S’mores cookies
- Digital Order Card Program
- Disney
- Direct Sale
Standardized Pricing

All cookies are $5/box

• Makes the process of relating prices easier for girls.
• All varieties will be available to "trade out" at your local service center
Troop Profit and Bonus

• Troop profit is $0.60 per box
• Opt-out troops earn $0.85 per box—Juniors on up
• $100 Troop Bonus Minimum of 900 boxes with a 180 boxes per girl average (initial order) and on time payment (April 7)
Finances

• Checks payable to GSCI

• February 25 - 1/3 of initial order ACH

• March 17 - 1/3 of end of February balance ACH

• April 7 - Remainder of balance due to council

• May 27 - Last day for NSF checks

• Make receipts, ask for receipts, and SAVE receipts!
Important Paperwork

DUE TO LOCAL SERVICE CENTER
BY April 1, 2020

Outstanding Balance Forms
To Accompany the OSB Forms we MUST have:
• Parent Permission Form(s)
• All receipts associated with the outstanding debt
2020 Cookie Timeline

• **January 6, 2020** – Digital Order Card opens
• **January 14, 2020** – Initial order must be placed in the eBudde ordering system
• **Jan. 17 - Booth Scheduler Opens**
• **Feb. 7- March 22** – Direct Sale and Cookie Booths
• **Six** opportunities to place additional troop orders
• **Three** automatic money withdrawals from troop bank account
• **March 16-22** reward orders placed
• **April 20** - rewards available for pickup
• All details in your Troop Coordinator Guide
Who may participate in the Girl Scout Cookie Program?

Any registered girl who does not owe money to GSCI and has a Parent Permission Form on file.
Troop Coordinator Guide

- Includes all important details of the cookie program
- All ordering and cookie transfer procedures
- Front cover includes all important dates
1. Sign permission forms for each girl
2. Help your Girl Scout set her goals
3. Pick up cookies/order cards from troop leader at designated site/date
4. Work with GS to set up/approve DOC site
5. **February 21, 2020** Money due to troop leader
   First 1/3 automatic payment, **March 12 and March 31**
Let’s Get Permission!

• All parents/guardians must sign permission form!
• May be used for the girl’s first initial order
• Acknowledges financial responsibility and policy of troop no cookie returns
• Turn in with Outstanding Balance Forms
Parent/Guardian Permission

Parent/Guardian Permission & Responsibility Agreement

2014 Cookie Program: February 7–March 14, 2014

"On My Honor" Agreement
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.

By not taking orders or begin selling before December 20, 2013.

By greeting everyone with a smile, helping my troop reach my goal, and by turning in money as required.

By thanking everyone, even if they do not purchase cookies from me.

On my honor, I promise to follow the rules of the Girl Scout Cookie Program. ___________________ Girl Scout’s signature

My Girl Scout, a member of Troop # ___________, has my permission to participate in the 2014 Cookie Program. I realize that she honors any and all rules and procedures as set by Girl Scouts of Central Illinois (GSCI) and that she has adult supervision and guidance. My signature below indicates agreement with all 17 items listed.

1. My Girl Scout is a registered member for the 2014 membership year.
2. I accept financial responsibility for all products sold and monies received from customers.
3. I understand that unsold cookies CANNOT be returned to the troop leader or to GSCI.
4. All money collected will be given to my daughter’s troop leader.
5. I understand that GSCI reserves the right to seek the services of a collection agency and/or pursue legal action for unpaid cookie balance.
6. I understand that GSCI Cookie Program proceeds are troop and council profits and cannot be retained for personal use.
7. I will support my Girl Scout to follow the On My Honor agreement and will not begin taking order forms prior to December 20, 2013.

Parent/Guardian Name (print) ___________________ E-mail address (print) ___________________

Home Address ___________________ City, Zip ___________________

Home phone ___________________ Cell phone ___________________

Parent/Guardian Signature ___________________ Date ___________________

My Girl Scout has set her goal to sell ________ boxes of cookies during the 2014 Girl Scout Cookie program. She would like to begin with the quantities listed below in boxes:

Thanks-a-Lot ________ Cranberry Citrus Crisp ________ Thin Mints ________
Chocolate Chip Cookies ________ Elephant Ears ________
Lemonades ________ Peanut Butter Patties ________
Shortbread ________ Caramel deLites ________
Joy Cookies ________ Peanut Butter Sandwich ________

Due to Troop leader by January 10, 2014.
Register now!

More information on GetYourGirlPower.org or in the current Adventures Guide.

COOKIE WOW Rally
January 11
Interstate Center, Bloomington
Initial Order
Due January 14
Troops Have Two Concerns

How much should we order?

Will we order too much?
Initial Order Influences Sales

Customers will purchase cookies if you have them when they want them!
GSCI Recommends

Troops order up to 75% of last year's total sales. But not more than 180 PGA.

OR

Troops order up to 75% of last year's PGA. But not more than 180 PGA.
Interactive
Initial Order Estimate Spreadsheets
Designed For

• Existing troops
• New troops
• Provides a recommend cookie order by variety
• LY Troop Sales Or LY Troop PGA or #of girls selling for new troops
• Make parents partners
• Spreadsheets are in the Cookie Form section of GetYourGirlPower.org
• Short accompanying video on website
• Page 12 of Troop Coordinator Guide (if you want to do by hand)
This is a good starting point

- When troop’s order 75% of LY sales or LY PGA’s and not more than 180 PGA = inventory and sales success is likely
- Low initial orders results in missed sales opportunities
- Girls will have more opportunity to reach goals
- Troops will earn more troop profit
- Less work for leaders, parents and girls
- Higher customer satisfaction
Troop Inventory Control
(How to Avoid OSB’s and Excess Inventory)

• Order only on commitments from parents- always have receipts signed before taking cookies
• DO NOT ALLOW PARENTS TO RETURN COOKIES
• Customer demand is greater during the first 2 weeks, demand will drop in week 3
  75% of cupboard orders the first two weeks
• Stay current with troop inventory
• Allow demand to dictate your troop orders!
• Utilize cupboard orders for additional cookie demands and for correct variety mix
Feb 7-March 22
Selling and Restocking
Single Sign On

- Access to Ebudde, VIP e Training, Ideal Cookie Sale, Troop App Plus
- Welcome email with link sent Friday December 6 (7 days to sign in). Taken to Cookie Tech Portal
- Enter email and create (change) your password
- Update your personal profile
- Choose the system you want
- Be sure to Log Out when done!
Welcome to the Cookie Tech Portal, click below to access programs that are currently available to you.

- eBudde
- IdealCookieSale™
- eBudde DEMO
- VIPeTraining
- COOKIE LOCATOR
- COOKIE CLUB FOR GOAL-GETTERS ONLY!
Placing Initial Order in eBudde

- ebudde.littlebrownie.com or https://cookieportal.littlebrownie.com
- All eBudde ordering, girl sales, and transfer procedures are in Troop Coordinator Guide and training videos online at GetYourGirlPower.org
- Please update troop profile and contact information
- Order placed by the girl or troop (boxes - not cases)
- Initial order is due January 14, 2020 by 11:59 p.m.
Since you are a DOC council, and this troop has been selected as a DOC troop, grade levels for all girls will be required, and any girls in grade levels K, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 or 12 will be required to have accurate GSUSA ids.

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>GSUSA Id</th>
<th>Grade</th>
<th>DOC Eligible</th>
<th>DOC Emails</th>
<th>Reg'd?</th>
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<tr>
<td>Lauren</td>
<td>Johnson</td>
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<td>K</td>
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<td></td>
<td></td>
<td></td>
<td>500</td>
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<tr>
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<td>Johnson</td>
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Save as often as you like but Submit to your SU only Once!

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<tr>
<th>Uses DOC</th>
<th>Girl</th>
<th>OCS</th>
<th>SvSm</th>
<th>Tre</th>
<th>D-S-D</th>
<th>Sam</th>
<th>Tags</th>
<th>TMin</th>
<th>SMr</th>
<th>Toff</th>
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<td>2</td>
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<td>0</td>
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</table>
Below are your troop sales broken down by Girl.
To view/edit a Girl's Transactions click on the appropriate row.

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<th>Total Due</th>
<th>Paid</th>
<th>Bal. Due</th>
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<td>192</td>
<td>$816.00</td>
<td>$0.00</td>
<td>$816.00</td>
</tr>
</tbody>
</table>
Common eBudde Transactions

- Entering **Girl Sale** and **Payments**
- **Placing** additional order (pending cupboard orders)
- **Troop to Troop Transfers**
- **Entering** booth sale locations and Booth Scheduler
- **Entering** girl reward orders
- See the **Troop Cookie Coordinator Guide** for step-by-step process for all eBudde Transactions
- Step-by-step videos also available on our website
Reminder in Ebudde

• Post Cookie Exchanges in your Service Unit
• Booth sale waitlist
• Girl payments can be added after the reward order
Digital Order Card (DOC) January 6
DOC Process
(video support on our website)

1. Receive “Ready Start Register” email (January 6)
2. Set up and publish/approve digital cookie site
3. Add customers
4. Send emails
Who may participate DOC Program?

Any registered girl scout who has a parents active email on file.

Customer Care
888-623-1237
customercare@girlscouts-gsci.org
Digital Customer Options

1. Delivered via UPS to their home (shipping fees apply)
2. Delivered by a Girl Scout (in person delivery)
3. Donate to **Gift of Caring** (Operation Cookie Share)
4. All options paid via credit card
5. Minimum 4 package order-any combination
In Person Delivery

• Parents approve or decline the order (within 5 days) or customer may donate or skip order
• Cookies are delivered to customers by the Girl Scout
• Leader documents *In Person Delivery* on “Girl Sales” tab
In Person Delivery

* After the initial order-In person delivery must be added to the Girls Sales

- **Girl Delivery Recap** on troop dashboard and
- **Girl Delivery Detail**
Shipped DOC Orders

- All major credit cards accepted
- If a variety becomes unavailable the customers will not be offered that variety
- Shipping costs:
  - 4/6=$9.25
  - 7/8=$10.25
  - 9/10=$12.25
  - 11/12=$14.25
- DOC videos available on our website
- All orders automatically move to Girl Sales tab.
Digital Cookie Help

For orders, order status, or to chat

866-376-8499

OR

girlscouts.org/digitalcookie Support
Outstanding Troop eBudde APP

- Booth Sale Recorder
- Troop to Troop Transfers
- Pending Orders
- Everything Ebudde laptop does!
DELIVERY
January 31-February 6
IT'S GIRL SCOUT COOKIE SEASON
Cookie Delivery and Distribution

- Your Service Unit Coordinator (SUC) will inform you of your cookie pick-up location
  - Bring a vehicle big enough for all your cookies and help load your troop’s cookies in your car
- Help your SUC if needed
- Remember to pick up your order cards!
6-Cupboard Orders
February 9 to March 15
Cupboard Orders

• Supplies additional troop needs
• You do not have to order in full cases
• Six Cupboard orders; one per week
• First order is due February 9 by 8:00 p.m.
• Last cupboard order opportunity is March 15
• Choose the cupboard from available location listing
Cookie Cupboards

• Full Service Cupboards

• Express Cupboards
Full Service Cupboards

- Locations: Local Service Centers in Bloomington, Decatur, Peoria, Springfield
- Open January 31 - March 31, 2020
- Quincy and Champaign: Local warehouses. Please contact the local service center for hours of operation.

- Extended Full Service cookie pick-up hours: Friday, February 14, 21, and 28 until 5:00 p.m.
- Peoria: Saturday, February 15 and 22 9:00 a.m. to 1:00 p.m. - Trefoil Boutique will not be open
- Saturday, March 7 9:30-1:00-(Service Centers only) Boutique open

- Will take walk-in orders; call ahead
- Will trade out cookie varieties; call ahead
What To Expect

• GSCI will order on an as-needed basis

• Place Cupboard Order by Sunday night-expect pick-up on Thursday
Volunteer Express Cupboards

• Maintained by volunteers
• Cookies arrive on Friday
• Volunteers coordinate delivery pick-up times with troops on Friday or Saturday
• After troops pick up cookies, cupboard is closed
• Will not have extra cookies for walk-in orders or swaps
• Open first 1 - 3 weeks of the 6 Cupboard order weeks
Cookie Booths
Cookie Booths

- Cookie booths begin February 7

- Girl Scouts has national agreement with Wal-Mart and Sam's. Troops must set up time/dates directly with Walmart and Sam's
  - Walgreens (opt in stores)

- Joann Fabric (opt in stores)

- Farm and Fleet
Cookie Booth Scheduler

• Locations GSCI is responsible for scheduling
• Cookie Booth online reservations will begin at 9:00 a.m. on Friday, January 17

• January 17-19 is first-come, first-served; maximum two booths per troop

• Open reservations begin January 20

• Troops are not limited to eBudde locations
### Cookie Booth Scheduler

**Troop 1004 Booth Sales**

**Browse and signup for Council Booth Sales**

*Use drop down for My Sales or the Booth Sale Recorder.*

#### Central Illinois

<table>
<thead>
<tr>
<th>Location</th>
<th>Branches have openings</th>
</tr>
</thead>
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| Habitat for Humanity 1402 W Washington | Sat Feb 3, 2018 9:00am -- 4:00pm  
Sat Feb 10, 2018 9:00am -- 4:00pm  
Sat Feb 17, 2018 9:00am -- 4:00pm  
Sat Feb 24, 2018 9:00am -- 4:00pm  
Sat Mar 3, 2018 9:00am -- 4:00pm |
| Kroger 1502 N. Main Street | Fri Feb 2, 2018 3:00pm -- 6:00pm  
Sat Feb 3, 2018 9:00am -- 6:00pm  
Sun Feb 4, 2018 9:00am -- 6:00pm  
Fri Feb 9, 2018 3:00pm -- 6:00pm  
Sat Feb 10, 2018 9:00am -- 6:00pm  
Sun Feb 11, 2018 9:00am -- 6:00pm  
Fri Feb 16, 2018 3:00pm -- 6:00pm  
Sat Feb 17, 2018 9:00am -- 6:00pm  
Sun Feb 18, 2018 9:00am -- 6:00pm  
Fri Feb 23, 2018 3:00pm -- 6:00pm  
Sat Feb 24, 2018 9:00am -- 6:00pm |
Add Your Own Booth Sale

• Think high-visibility and high-traffic areas, communicate troop goals, and don’t forget about Operation Cookie Share

• Troops enter booth sale information via Booth site tab to be included on Cookie Locator

• Last year over 21,000 customers looked up cookie booths in central Illinois.

• See page 21 of Troop Guide for details
Cookie Booth Locator

Type in your zip code or your city name and state to find Girl Scout Cookies® for sale near you.

Search within: [Just this zip] [ ]
Note: "Search within" extends zip code searches but does not alter City, State searches.

LOCATE COOKIES
Add Your Booth Sale via Booth Site Tab

- Booth Scheduler
- Adding your own booth sale
- Booth Sale Recorder
Booth Sale Recorder Function

• Enter number of cookies sold under each variety
• Check box next to the girl’s who participate
• Click “Distribute” to easily divide the sales among the girls. Hit “Submit”
• You may also enter manually under “Girl Orders”
• Your booth sale must be added to scheduler before you hold your booth sale
• See page 21 of Troop Guide for details
• Also available via Troop App
Additional opportunities within the Cookie Program
National Girl Scout Cookie Weekend
February 28-March 1
Operation Cookie Share

- Troops earn $1 per box
- Delivered via Operation Santa, LBB and Soldier Angels
- Veteran Homes, Blue Star Moms, National Guard and First Responders
- Extra $0.40 per box will appear as a credit on troop sales report at end of program
Unleash your unique cookie business smarts for a chance to WIN an epic trip to Orlando!

Learn more and enter: girlscouts.org/cookiepro
Entries accepted February 1 to March 31, 2020
Amazing Opportunities!

• 24 winners to exciting Orlando!
• Full VIP access to G.I.R.L. 2020
• Admission to all conference activities
• Breakfast with GSUSA’s CEO
• Backstage passes and more
• The largest event for girls in the world
• Contest runs from **February 1 – March 31**
• Answer a set of questions, submit a photo
Cookie Dough and Rewards

Determined by Girl Orders
Reward Order

• Final phase of ordering
• Reward orders must be placed to earn the rewards wanted
• Once a reward order is placed, if you continue to add girl sales, you must update and save your reward order to ensure correct girl reward choices.
• See page 21 Troop Cookie Guide
Rewards (cont.)

- If GSCI places all or part of a troop’s reward order, we will choose Cookie Dough
- Orders placed after March 23
  - expect a delay in receiving troop rewards
- April 20
  - Rewards will be available for troop and/or parent pick-up
Opt-Out Option-$0.85 per box

For Juniors and Above

- Opt-out of receiving rewards/Cookie Dough/Free Memberships
- Option applies to entire troop, not individual girls
- Troops must declare **opt-out options by January 16**
- Choose opt-out via Settings Tab > choose Opt-Out Rewards
Three Girl Reward Categories

- Total Boxes Sold
- Digital Cookie Sales
- Operation Cookie Share Sale
Reward Reminder

• All rewards cumulative except the 1500 level if girl earns the Disney trip
• Cookie Dough also accumulates!

Example: 1500 boxes earns $265 cookie dough
Cookie Dough

• GSCI Sponsored Events (resident camp, day camp, one day events, trips)
• Membership registration
• Special cookie dough only rewards and trefoil boutique items
• Cookie Dough Permission Form-leader may use girl cookie dough with written permission from parent/guardian
Total Sale Rewards

- **25+** Theme patch
- **75+** Origami Bandana AND additional $5 Cookie Dough
- **125+** Butterfly Journal AND $5 Cookie Dough (CD)
- **150+** Light Up Butterflies AND $5 CD
- **200+** Butterfly Plush AND $5 CD
- **250+** Free Membership AND $5 CD
Rewards

300+  $10 Cookie Dough (CD)
400+  $10 Cookie Dough
500+  $75 gift card *(Amazon, American Girl or Walmart)* 
      OR $75 Cookie Dough AND $20 CD
600-900 At each 100 box increment girls will earn $20 CD
1,000+ $150 Gift Card (choice) OR $150 CD AND $20 CD
1100-1400 At each 100 box increment girls will earn $20 CD
1500+ $350 Gift Card (choice) OR $350 CD OR Trip for 1 
to G.I.R.L Event Oct. 23-25 (trans. meals hotel) 
      AND Super Seller T-shirt, SS patch AND $20 CD
Rewards

1600 or more  At each 100 increment girls will earn $20 CD

2500+  Disney Trip- 4 day/ 3 night lodging at Disney World Resort, 3 day park hopper pass, plus airfare for the Girl Scout and one chaperon OR Mac Book Pro

*All rewards are cumulative except at the 2500 box level. Girls who earn the Disney Trip/Mac Pro will earn and keep all levels up to and including the 1000 box level. The 1500 box level is not included with the Disney World Trip/Mac Book Pro. Important: Parents/guardians balance due must be paid in full by final ACH date (April 7) to receive the Disney Trip Reward. Disney Trip will be forfeited if full cookie payment is not received by April 7, 2020

1500+  Sunday June 2 - Super Seller Celebration at Camp Tapawingo  
(sell 1500 boxes + to qualify)
Rewards

• **30+ Emails**  Cookie Techie Patch

• **60+ Boxes**  Flying Disc

• **100+ Boxes**  Aluminum Water Bottle
Operation Cookie Share Rewards

• 12+ Gift of Caring Patch
• 24+ Butterfly Carabiner
• 50+ Mini Disco Ball
For Purchase With Cookie Dough Only

- Butterfly Decoration ($1)
- Bracelet: The Sweet Life ($3)
- Box: WOW the World! ($4)
- Bow Tie ($5)
- T-Shirt: Do Your Own Things ($6.00)
- Sign: Find Your Sweet Things ($8)
- Backpack: Find Your Wings ($10)

Two-Sided T-Shirt: Do Your Own Things Front, Show Your Wings Back
$1 Trefoil Boutique

- Cookie Rookie Patch
- Both Sale Patch
- 2020 Year Bar Patch
GSCI Website

Includes videos on:

- Initial orders, girl orders, reward orders
- DOC process
- Girl/parent training
- More

All forms and publications are on our website:

GetYourGirlPower.org
Cookie Dough cards expire

September 19, 2020
THANK YOU!
Questions

888-623-1237

customercare@girlscouts-gsci.org
Don’t forget your troop materials as you leave!