

2024 Girl Scout Cookie Program®

Troop Cookie Manager Manual



**2023 Top Sellers At
The Most Magical Place On Earth!**



NEW!

Redesigned LittleBrownie.com

Check out cookie resources on the baker's new website

Girl Scouts® Cookie Rookies Video

Show first-time entrepreneurs how it's done

Girl Scouts® Cookie Captains Video

Inspire seasoned Girl Scouts to share their ideas



Whether they're a social butterfly, creative thinker, or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

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“As an adult volunteer, please model and encourage behavior that is honest and fair, friendly and helpful, considerate and caring, and courageous and strong. Respectful behavior is expected of girls and adults.”

eBUDDE INFORMATION

Website: ebudde.littlebrownie.com

User ID: _____

Password: _____

MY SERVICE UNIT INFORMATION:

Service Unit Entrepreneurship Coordinator:

Email: _____

COUNCIL INFORMATION

Website: girlscoutsnv.org

Facebook: [@girlscoutsnv](https://www.facebook.com/girlscoutsnv)

Phone Number: (702) 385-3677

Email: customerservice@girlscoutsnv.org

ENTREPRENEURSHIP TEAM

GSSNV Director of Product Programs

Hoa Dao

customerservice@girlscoutsnv.org

Service Unit Entrepreneurship Coordinators (SUECs):

Frontier -1:

Claudia Lewis, troop150@yahoo.com

Leaping Lizards -4:

Serena Grudjenski & Susan Peticolas-Roberts,
ProductSalesLLSU@gmail.com

Crawling Cactus -5:

Chesney Rood, chiggy87@yahoo.com

Silver Sagebrush -10:

Ally McLaughlin, su10productsales@gmail.com

Tule Springs -11:

LaQuinta McFerguson, mzquinna@gmail.com

Northern Stars -12:

Christine Keenan, ckeenan2003@gmail.com

Phoenix Rising -13:

Brittany Alfaro, gssnv295@gmail.com

Desert Rose -15:

Nicole Savino, nicole.r.savino@gmail.com

Hummingbirds -16:

Ashley Mote, gscoutstroop400@gmail.com

Remember to contact your SUEC whenever you need help.

Timeline & Checklist

NOVEMBER/DECEMBER 2023

- Troop Product Coordinators attend Cookie Training
- Review Girl Registrations & Girl Information
- Host Girl Scout Cookie Program Meeting with Caregivers
- Plan and Conduct Cookie Program Meeting with Girls

JANUARY 2024 *All times in PST

- January 3 - Cookie Program Starts
- January 11 - eBudde Booth Scheduler Round I @ 6 pm
- January 13 - eBudde Booth Scheduler Round II @ 6 am
- January 15 - eBudde Booth Scheduler Round III @ 6 am
- January 17 - eBudde Booth Scheduler Round IV @ 6 am
- January 17 - GSSNV Rewards Opt-out Form due by 5 pm
- January 17 - TPCs Initial Order due in eBudde by 9 pm
- January 23 - Penny Sweep
- January 27 - Cookie Rally

FEBRUARY 2024

- February 3 - Mega Drop
- February 5 - Cookie Cupboard open for re-orders
- February 9 - Cookie Booths start
- February 20 - First ACH Sweep - 25% of current amount owed to council
- February 27 - Second ACH Sweep - 50% of current amount owed to council

MARCH 2024

- March 3 - Cookie Program ends
- March 4 - Delinquent Form opens
- March 12 - Delinquent Form due by 5 pm
- March 14 - Final ACH Sweep - Remaining amount owed to council
- March 15 - TPCs Submit Final Rewards by 9 pm
- March 18 - Me & My Guy Patch Submission due by 5 pm



Cookie Terminology

SERVICE UNIT ENTREPRENEURSHIP COORDINATOR (SUEC)

Handles all aspects of the service unit's product program and reports/works directly with Council.

TROOP PRODUCT COORDINATOR (TPC)

Handles all aspects of the troop's product program and reports to their SUEC.

ENTREPRENEURSHIP TEAM

Comprised of Service Unit Entrepreneurship Coordinators (SUEC), GSSNV Director of Product Programs, and anyone assisting with the product program.

CAREGIVERS

Legal parents or guardians of Girl Scouts.

CAREGIVER PERMISSION & FINANCIAL RESPONSIBILITY AGREEMENT

In order for a Girl Scout to participate in product programs, this form must be filled out. TPCs keep this form in their file.

eBUDDE

The system used to input and track troop and girls progression during Cookie Product Program.

DIGITAL COOKIE

The system used to launch and track the online sales of the girls. Digital Cookie speaks with eBudde.

SALES REPORT

In eBudde, under the "Sales Report" tab. TPCs can find the Amount Owed to Council.

ACH (AUTOMATIC CLEARING HOUSE)

The debit system used to pay for troop product. An automatic withdrawal debits the troop account and removes the balance owed to Council. This is often referred to as a "sweep".

PENNY SWEEP

A test sweep used to verify troop bank account. Council will take one penny from the troop bank account and then replace the penny.

DELINQUENT ACCOUNT FORM

Form used to remove responsibility from the troop for collecting money from caregivers who are delinquent with their payment.

ONLINE GIRL DELIVERY ORDERS

An order placed online and paid for in advance, where the customer has requested in-person delivery.

GIFT OF CARING

Council-sponsored donation program; purchased units that will be donated to the military, shelters, and community partners.

PRODUCT CASE

A case contains 12 of the same units, i.e., 1 case of Thin Mint contains 12 individual Thin Mint boxes.





OWN YOUR magic



The information in this guide was crafted to help you empower each and every Girl Scout — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

There’s no limit to what Girl Scouts can achieve with your help, and we know you’re excited to get started. So go ahead, own your magic!



Three cheers for our volunteers!
It’s a fact: Cookie season couldn’t happen without the hard work of our volunteers. Thank you for serving as a Troop Cookie Manager! In this guide, you’ll find tips, tricks, and resources you can use to make this season the best one yet.



New Resources For Entrepreneurs



Girl Scouts® Cookie Rookies video

This educational video introduces first-time entrepreneurs to the magic of running their very own cookie business — including how they can make their mark online!

Girl Scouts® Cookie Captains video

Experienced entrepreneurs have so much knowledge to share. This video will help them add to their list of amazing marketing strategies, plus encourage them to lift up other entrepreneurs!

Go to Videos

Share tips that helped you grow your cookie business!

Cookie Rookie

Cookie Captain

New patch alert!
Reward your rookies with this new patch!

Reward your captains with this new patch!

Little Brownie BAKERS. OUR COOKIES OUR STORY GIRL SCOUT COOKIE BUSINESS COOKIE SEASON RESOURCES

COOKIE ROOKIES & CAPTAINS

- Clip Art & Illustrations
- Photography
- Theme Graphics
- Rally Guide & Activities
- Virtual Backgrounds
- Digital Marketing
- Print Materials
- Cookie Rookies & Captains
- Girl Scout Stories
- Girl Scout Cookie Recipes

Share The Link To The New LittleBrownie.com

Did you know Little Brownie Bakers® started making Girl Scout Cookies® in 1973? They've been baking with heart for 50 years now! Join us in celebrating their milestone by checking out their new website.

One-Stop Shop For Volunteers and Entrepreneurs

LittleBrownie.com is filled with tons of materials to help entrepreneurs grow their cookie businesses. Build digital and in-person marketing campaigns with resources like clip art, cookie photography, virtual backgrounds, booth signage and recipes.

Market Their Business Online



Your #1 Strategy

Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- **Digital Cookie®:** Personalize their site by uploading weekly videos. Offer cookies through direct shipping or in-person delivery.
- **Social Media:** Create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit Digital Marketing Basics on LittleBrownie.com.
- **Text or Call:** Reach out to customers who may not be online and follow up for reorders.

Cookie Menu Lanyard

On-the-go Girl Scouts will love these handy Girl Scout Cookie™ menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather. Entrepreneurs can wear them at booths and encourage customers to scan their QR code to go to Digital Cookie®. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.

Lanyard inserts can be personalized with marketing messages and cookie prices.

Only need one printed insert per Girl Scout!

Found at LittleBrownie.com

Find Ready-Made Graphics, Announcements, and Other Digital Resources:

Find inspiration on social! Follow and share posts to kick-start a digital campaign.

Plan your content with the Digital Marketing Basics

Download posts

Share The Magic Face-To-Face

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

- **In the Neighborhood:** Girl Scouts can stay local and ask their neighbors to buy cookies using their cookie order card.
- **Cookie Stands:** Entrepreneurs can set up shop in front of a residence or private property and market their cookies to customers who live nearby.
- **Cookie Booths:** Pre-approved locations like grocery stores, banks, malls or even parking lots are great places to set up a booth and connect with cookie lovers*.

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

Safety Resources

Girl Scouts and their caregivers must read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. You can also ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- [Girl Scout Internet Safety Pledge](#)
- [Digital Cookie® Pledge](#)

eBudde™ Basics

A must-have for Girl Scout Cookie™ volunteers

The eBudde cookie management system offers calendar reminders, reports, training and much more — on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.

Quick tips to get you started:

- Download the eBudde app
- Once you've been added to the system, you will receive an email with a link and login information from do_not_reply@littlebrowniebakers.com
- Set up your troop — review your roster, enter your troop's package goal and individual goals, and edit your troop's reward settings
- Explore the dashboard on both the desktop and app versions, where you'll find messages, links to tools and resources you'll need throughout the season
- Visit the eBudde Help Center for any questions related to tech and training



Visual learner?

There's a video for that on the Little Brownie Bakers® YouTube channel! Check out this playlist for step-by-step eBudde training videos.



Watch Video



Good for Girl Scouts, good for the planet!

Packages of Samoas® now have reduced plastic packaging, and cases of Thin Mints® use 26% recycled content (and 18% less packaging material).



Did you know?
100% of our
rewards packaging
is recyclable or
reusable!



Helpful information



Where The Money Goes

Girl Scout Cookie™ fans are especially eager to support Girl Scouts when they have a clear picture of where the money goes. Help them see how proceeds stay local by powering amazing year-round experiences for local Girl Scouts that prepare them for a lifetime of success.

- 55% Council-sponsored programs, events, priorities, training and other support
- 25% Girl Scout Cookies®
- 4% Rewards
- 16% Troop Earnings

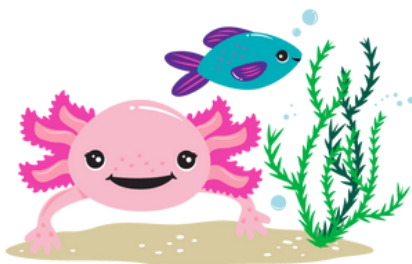
Cookie proceeds fund programmatic council experiences, and troops can earn between \$1.00 per package sold.

Cookie Varieties

Core:



Specialty:



Girl Scout Cookie Pick Ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. First, be aware that troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

Tips For A Smooth Pick Up:

- Know exactly how many cases you ordered of each variety
- Arrive at your scheduled pickup time
- Make sure you have enough vehicles to load your order (see below)
- Line up your vehicles at the same time
- Check in and receive your pickup ticket
- Give your pickup ticket to the loader and count cases as they're loaded in
- Sign for your order and take your receipt

How Many Cases Can My Car Carry?

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

Average Sales Per Cookie Variety

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

- Thin Mints® 25%
- Samoas® 20%
- Tagalongs® 13%
- Trefoils® 7%
- Do-si-dos® 9%
- Lemon-Ups® 7%
- Adventurefuls® 10%
- Girl Scout S'mores® 6%
- Toffee-tastic® 3%

*Data from 2023 Girl Scout Cookie Season



Opting Out Of Girl Rewards

Troops can earn an additional \$0.10 per box if they choose to "Opt-out" of the rewards program. Only Cadette, Senior, and Ambassador troops can Opt-Out of the recognitions program. Troops that Opt-out will still receive patches and achievement bar numbers.

To qualify, all girls and caregivers must sign the Opt-out form. This form is due to Council on Monday, January 17 by 5pm and can be emailed to customerservice@girlscoutsnv.org. Late forms WILL NOT be accepted.



2024 Girl Scout Cookies®

All of our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat Per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup!



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt **\$6**
 Approximately 15 cookies per 6.3 oz. pkg.
 ⓀⓁ



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits **\$6**
 Approximately 12 cookies per 6.2 oz. pkg.
 ⓀⓁ



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe **\$6**
 Approximately 38 cookies per 9 oz. pkg.
 ⓀⓁ



Do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling **\$6**
 Approximately 20 cookies per 8 oz. pkg.
 ⓀⓁ



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes **\$6**
 Approximately 15 cookies per 7.5 oz. pkg.
 ⓀⓁ



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating **\$6**
 Approximately 15 cookies per 6.5 oz. pkg.
 ⓀⓁ



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint **\$6**
 Approximately 30 cookies per 9 oz. pkg.
 Ⓚ



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling **\$6**
 Approximately 16 cookies per 8.5 oz. pkg.
 ⓀⓁ



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits **\$6**
 Approximately 14 cookies per 6.7 oz. pkg.
 ⓀⓁ





2024 Girl Scout Cookies® Program Rewards

Make sure to pay attention to the dates and requirements for the incentives. There are no make-up dates or vouchers given for the experiences. Camp incentives expire on September 30, 2024.

gssnv

2024 Cookie Program Rewards

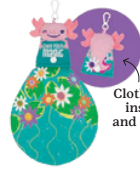
My Personal Goal: _____

Digital Cookie Rewards



Cookie Techie Patch
Set up DOC & one sale

Cookie Techie Charm
25 emails sent



Screen Cleaner
150+ pkgs sold online



Axolotl Necklace
300+ pkgs sold online

Charm Patch Earn them All!



Initial Order Rewards



Girl Reward
Goal Getter Patch
Girl initial order of 25+ pkgs



Troop Reward
Axolotl In My Pocket T-Shirt
Initial troop per girl order of 350+

Gift of Caring Rewards



Gift of Caring Patch
15+ pkgs



Heart Charm
30+ pkgs



Fashion Patches
60+ pkgs



Mini Plush
120+ pkgs

Bar Patches



Awarded at highest level earned starting at 100+ in increments of 100 up to 1000+



2024 Patch
15+ pkgs



Theme Patch
35+ pkgs



Action Patch
50+ pkgs



Lanyard
100+ pkgs



DIY Playing Card Set
150+ pkgs



Axolotl Socks
200+ pkgs



Wallet Pouch
250+ pkgs



Collapsible Cup OR GSSNV Spa Headband
300+ pkgs



Apron OR Gua Sha Facial Stone
350+ pkgs



Baseball Cap OR Axolotl Pillow
400+ pkgs



Girls' Night In (March 29, 2024) OR Axolotl Plush OR Make-up Pouch
500+ pkgs



2024-2025 GS Membership OR Crossbody Bag OR Pond Pillow
600+ pkgs



702 Crew
Girls' Day Out (April 6, 2024) OR Puffy Camp Blanket OR Weekender Tote
702+ pkgs



3-in-1 Game Set PLUS Ottoman OR Mini Fridge OR \$50 Camp Credit
800+ pkgs



Super Seller Patch PLUS Lifetime GS Membership (For High School Graduates) OR OYM Crows OR SeaQuest Experience (April 13, 2024)
1000+ pkgs



2024 GSSNV Camp Session OR Cowabunga Parks Season Passes OR Build-a-Bear GS Experience (April 27, 2024)
1250+ pkgs



American Girl Doll OR Surf Camp (June 28-30, 2024, open to Brownies & up) OR Peter Pan at Smith Center (June 19, 2024)
1500+ pkgs



Frias Frontier Experience with Horse Program (May 4-5, 2024 open to Brownies & up) OR Airpod Pro OR Beats Headphones
2000+ pkgs

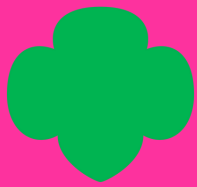


Executive Experience: Catalina Island (May 31 to June 2, 2024, open to Juniors & up) OR Switch
3000+ pkgs



Savannah, GA Trip tentative June 5-13, 2024, open to Seniors & Ambassadors) OR iPad
4000+ pkgs

All rewards are cumulative. Council reserves the right to make substitutions to the item's color, material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.



Participation Policies & Guidance

In order for a troop to participate in the Girl Scout Cookie Program, the following must be met:

- TPCs have a current adult Girl Scout membership for 2023-2024 (can be completed online (www.girlscoutsnv.org)).
- Cleared Criminal Background Check (CBC) on file with GSSNV.
- Completed the 2024 Girl Scout Cookie Program Training.
- Completed and submitted the 2023-2024 Troop Product Coordinator Agreement.
 - By signing the agreement form, you agree to be responsible for all product, payments, and paperwork for the cookie program.
- Completed 2023 Annual Treasury Report for returning troops.
- Have a leader, co-leader, and a minimum of 5 participating Girl Scouts or be open in the Troop Opportunity Catalog.
- Have a current bank account (New Troops: please work with your Membership Support Specialist) and submitted the ACH Debit Authorization Form.
- Be debt-free.
 - Failure to meet the above requirements will result in not having access to eBudde.

In order for a Girl Scout to participate in the Girl Scout Cookie Program, the following must be met:

- Have a current 2023-2024 membership.
- The Caregiver Permission & Financial Responsibility Agreement Form MUST be signed by the caregiver.
- Caregivers should be in good standing and no debt owed to Council.

Caregiver Permission & Financial Responsibility Agreement Form

The Caregiver Permission & Financial Responsibility Agreement Form will be available online or provided by your SUEC or Council (depending on the training you attend).

- The form MUST be signed by the caregiver PRIOR to the girl participating in the cookie program in ANY way.
- This form covers both the participation in the program and the selling of cookies (door-to-door, online, and at cookie booths).
- The Troop Product Coordinator will keep all signed forms in their troop files.
- Do not turn this form into Council unless the Delinquent Form is submitted or GSSNV requests it.

Girl Code Of Conduct

Girl Scouts are held to the highest standards in the community. Girls are very visible to the public while wearing their Girl Scout uniforms and selling cookies. Therefore, their behavior is extremely important to the Girl Scouts Movement. Girls are representing a world-wide organization and must act accordingly. Poor behavior can jeopardize the opportunity to conduct cookie booths in the future. Placing cookie booths to sell from are an opportunity and privilege businesses extend to Girl Scouts.

Girls Should:

- Help set-up, restock, and tear down the booths
- Greet their customers in a friendly manner
- Say "Thank you" after a sale
- Be gracious and respectful even if someone isn't interested in buying cookies
- ALWAYS follow the Girl Scout Promise and Law
- Not argue about who gets to help the customers or collects the money
- Not yell, scream, run around or climb nor sit on store displays
- Not eat or drink at the booth table

***** Disregarding any cookie program standards and guidelines outlined in this manual may result in loss of booth privileges, loss of highest girl rewards earned, loss of troop proceeds, and/or removal from the cookie program, determined on a case-by-case basis.*****



Participation Policies & Guidance Continued

Adult Code Of Conduct

Volunteers, chaperones, and caregivers should ALWAYS follow the Girl Scout Promise and Law when engaging and communicating with others.

The following behaviors may result in immediate suspension or termination of any involvement in Girl Scouts:

- Violating GSSNV and GSUSA policies
- Misusing troop funds and refusing to submit an accurate and timely Annual Treasury Report
- Failing to maintain a positive representation of GSSNV and GSUSA at all Girl Scout activities and events
- Harassing, intimidating, or committing violence of any kind that creates a hostile environment with other volunteers and/or council staff
- Slandering/defamation of character or using inappropriate/abusive/offensive language on social media or while communicating with others
- Smoking, using or being under the influence of drugs and alcohol while at Girl Scout activities and events
- Neglecting, causing physical injury, or emotional maltreatment of others, including verbal and/or sexual abuse
- Failing to fulfill the conditions of the volunteer agreement, omitting, or falsifying any information on the volunteer application form and/or council records

Whistleblowers

If guidelines are not followed and a complaint is warranted, the following requirements are to ensure honesty and fairness in lodging the complaint:

- The person filing the complaint must be directly involved and willing to face the accused in a mediation meeting facilitated by Council.
- The complaint must be in writing, with clear and concise descriptions of which guideline(s) are being broken and signed by the accuser.

Axolotls Fun Facts

What do axolotls eat?

Axolotls love to eat small aquatic creatures like insects, worms, and small fish.

Where do axolotls live?

Axolotls are native to the ancient water system of Xochimilco, near Mexico City in Mexico. They are typically found in freshwater habitats such as lakes, ponds, canals, and slow-moving rivers

What makes axolotls unique?

Axolotls look like cute underwater creatures with wide smiles and frilly external gills.

What makes axolotls unique from fish?

Despite the name "Mexican walking fish," axolotls are not fish. They're actually amphibians.



Ways To Sell

Girl Scout Cookie Entrepreneurs can grow their selling skills in a variety of ways. Be sure to practice safety when considering any of the ways to sell. As the COVID-19 Guidance changes, this may affect GSSNV policies on selling. Cookie Entrepreneurs will be notified of any changes.

Walkabouts (Door-To-Door)

Every year we receive calls from customers anxiously awaiting a Girl Scout to knock on their door! Encourage girls to spread the Girl Scout Cookie love to their entire neighborhood. Take orders or load packages into a wagon or car and leave no doorbell unring throughout cookie season!

- Walkabouts should not be conducted in parking lots, malls, or other areas where one can be escorted off property

Cookie Stands

Cookie Stands are a lemonade stand-style selling option. These cannot be set up on a dirt lot or empty parking lot without council approval. Approval is not needed for stands directly in front of the Girl Scout's home. Please contact your SUEC if you have any questions.

Virtual Cookie Booths

Using a troop leader or caregiver account for safety, set up a virtual cookie "booth" to bring customers to you on Facebook Live, Google Meet, Zoom, etc.

Workplace Sales

Girls can make sales pitches to local businesses or go with a caregiver to their workplace to take orders.

Social Media

For Girl Scout entrepreneurs 13-years-old and older, social media is a great way to spread the word about their cookie goals. As a girl-led program, online marketing and sales should be led by a Girl Scout while supervised by her caregiver:

- Friends and family of a girl participating in the Girl Scout Cookie and Fall Product Programs must not market or share a girl's contact information, sales links, or sales information on public-facing online sites. They should not share their sales link with any news outlets (this includes online and traditional news media, such as radio, television, or magazines). Please contact council before appearing on any news outlet.
- Be aware using a dollar sign (\$) on a post in Facebook can create a Marketplace posting, so disable this automated function. Should any online marketing activities be identified as in violation of guidance, GSUSA and GSSNV reserves the right to intervene and request removal of the post.
- Consequence to these violations will be that Girl Scout's selling platform will be turned off until post is removed. If refusal to remove the post, girl proceeds can be affected.

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



Learn More:

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

Essential Volunteer Safety Information

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

Cookie Sale Toolkit

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



Cookie Booths

Cookie booths are another avenue for girls to sell their cookies and grow their cookie business. Securing permission from businesses to have cookie booths will be facilitated by council and SUECs. TPCs need to coordinate with SUECs if they would like to help secure booths for all troops. If you have any questions or concerns before, during, or after your booths, be sure to contact your Service Unit Entrepreneurship Coordinator. Please DO NOT ask the store manager.

- All booths must be entered into eBudde for insurance and liability purposes.
- The girls' safety is of utmost importance, therefore locations deemed inappropriate or unsafe for girls will not be approved (for example, dirt lots, marijuana dispensaries, adult entertainment venues, etc.)
- All booths must adhere to the booth hours and staffing guidelines.

Drive-Thru Booths

Setting up cookie booths as a drive-thru in parking lots will allow girls to participate in the cookie booth program while maintaining and practicing social distancing. Drive-thru booths are facilitated by council and the locations have been granted permission by the property management company. These booths will be available to reserve in eBudde.

Cookie Booths at Your Own Business

If TPCs, troop leaders, or caregivers OWN their own business (not a relative or a friend), they may host cookie booths at their place of business. The Booth Authorization Form must be completed and returned to your SUEC. Owning a business does not allow you to create your own sales hours or dates. This booth can be used exclusively by the troop but MUST be open to all girls in the troop.

Booth Scheduler

See page 3 for timeline of booth selection rounds. Specific Rounds guidelines will be emailed to TPCs prior to Round 1 on Jan. 11, 2024.

Booth Hours

Booths will be scheduled as follows (dependent on store restrictions):

- Monday through Friday: 1:00pm through 8:00pm
- Saturday and Sunday: 8:00am through 8:00pm

Please let your SUEC know if you will be at booths outside these hours. We recommend that Daisies should not booth after dark.

Cooperating with Businesses

Please follow any guidelines set forth by store management (located in the booth note section in eBudde) or GSSNV. This is KEY to maintaining relationships with these important partners. We want to be able to return next season. This extends to girl etiquette. Girls should be on their best behavior.

Additional GSUSA Booth Location Policies

(Find More Information In Volunteer Essentials and Safety Activity Checkpoints)

- Certain locations are inappropriate for younger Girl Scouts. These locations may negatively impact the cookie program experience for girls, and/or may negatively impact our brand in your community.
- Girls should not sell in or in front of establishments that they themselves cannot legally patronize.
- Additionally, with respect to marijuana dispensaries, we have been steadfastly combating the unauthorized uses of the Girl Scouts trademark by the cannabis community which has been marketing (without our authorization) certain cannabis products under our youth-appealing brand. We are continuing to aggressively fight these unauthorized uses of the Girl Scouts brand and hope that our councils and volunteers will join GSUSA's efforts by discouraging cookie booths at such locations.

Booth Selling Tips

Visit LittleBrownie.com & girlscoutsnv.org/cookies for even more, tips, inspiration and activities.



Booth Staffing

- A minimum of 2 adults and 2 Girl Scouts (maximum of 4 girls at a door) must be present at all times during troop booth sales.
- One adult must be registered and cookie trained with a clear background check. This adult can be trained by the TPC. The second adult can be a caregiver, grandparent, or any responsible adult over the age of 18.
- Talk to caregivers about their schedule before selecting booths and send a sign-up sheet after selecting booths.
- Use a "booth kit" (tablecloth, posters, etc) for every booth. Keep 2-4 booth kits ready to go to make preparations easier. Make sure to display your troop number and fundraising goal prominently!
- Up to 2 Girl Scouts to 1 Adult Cookie Booths for Cadettes, Seniors, and Ambassadors ONLY
 - This ONLY applies to girls who are Cadettes, Seniors, and Ambassadors and their cookie booth trained adult. No exception to the rule, up to 2 Girl Scouts to 1 adult only.
- Juliettes may participate with 2 Girl Scouts to 1 adult booth as long as they meet the Girl Scout level and adult requirement.
- They must wear identifying Girl Scout attire. Adults should also wear Girl Scout identifying attire.
- Multi-level troops may have booths that are 1:1 or 2:1 Girl Scouts to Adult ratio but can only have girls in grades 6th through 12th participating at the one adult booth.

Setting-Up and Closing Down Your Booth

Start and end on time. Start prepping to close down about 10 minutes before the booth ends. Be respectful of each other's booth times. You can finish the sale you're working on but all additional sales belong to the next troop (even if a customer promises to return but does not until after your time slot ends.) Credits for sales only apply to YOUR scheduled time slot. When time is up, clear the area so the next troop can start to set up on time. You can continue packing your supplies away from the booth area so that the next troop can begin selling when their time begins.

During Your Booth

- Bring your own equipment and supplies. Use a covered table to display your cookies, and use publicity posters, troop banners, etc. for your display. It's your time to shine so **BLING YOUR BOOTH**.
- **DO NOT GIVE COOKIE SAMPLES** to customers as it is a risk factor concern and possibly against store regulations (placing our partnership in danger).
- Girls AND adults should wear Girl Scout appropriate attire (preferably, uniform vest/sash or troop t-shirt.) Always wear the Girl Scout membership pin.
- Girls AND adults should not wear short-shorts, low-cut shirts, extremely ripped jeans, cut-up shorts, etc. Remember to maintain a positive representation of GSSNV and GSUSA.
- Practice money safety. Never leave money or personal valuables unattended and/or on top of the booth table. If a theft occurs, move to a safe place and contact council for the next steps. Call the Emergency phone number, 702-971-1402, if after hours.
- Siblings and pets **MUST** be left at home. Tag-a-longs (non-registered Girl Scouts) are not allowed at a booth sale.
- Girls should take their breaks away from the booth and **NEVER** eat at a booth.
- Do **NOT** block store entrances or exits. Customers should be approached only upon exiting the store. Abide by store rules!
- Leave your area clean by taking trash bags and taking your empty cardboard cases with you. Do not leave them at the store or in the store's trash cans. Remember, Girl Scouts Leave No Trace!

Recommended Booth Supplies

- A card table and Girl Scouts tablecloth
- An extra sash or vest
- Brochures, cookie recipes, pens, calculator, tape
- A pocketed tie-on apron to take money and give change
- A heavy duty, zippered money bag or cash box.
- Handmade signs! Girls can promote their service projects, sales strategies, goals, etc.
- A binder with girls' emergency contact information, signed permission slips, booth location eBudde printout, contact numbers (Cookie Team, SUEC, Troop Leader, etc.) and tracking sheet for inventory and cash
- Smiles! Remember to always have fun.



Booth Cancellations

- Go into eBudde and release your booth time slots if you are unable to make them. Ask your SUEC for help if you are unable to release the booths yourself or if you have any booth concerns.
- Troops may face a penalty if they do not release a booth location in eBudde and "no show" to their time slot, as it affects Cookie Finder.

Inventory Management

Initial Order (January 16, 2024)

Submitting your initial order helps GSSNV ensure we have enough cookies in supply for the entire season and ensures that your girls have cookies on day one. Your initial order should include inventory for your first weekend of cookie booths. Your first troop cookie payment is not due until February 20th so you will have plenty of time to sell through some of your initial order to cover the payment.

How to enter your troop's order in eBudde:

- Login to eBudde
- Click on the "Initial Order" tab
- Enter the number of packages by flavor in the "booth" line. Be aware the system will round to the nearest case. DO NOT enter numbers on any other line.
- Need Guidance? Check out page 9 for the recommended variety breakdown.
- Save the order
- Submit: Deadline is January 16, 2024

Mega Drop

There are three locations for Mega Drop on February 3, 2024 (check with your SUEC). Follow the instructions given at the location you are picking up your troop's cookies. Verify the cookie count after pick up. TPCs have 48 hours to report any errors.

- Children and pets are NOT allowed at Mega Drop sites.
- Print a copy of your initial order from eBudde.
- Make sure you have enough vehicles to load all your cookies. See page 9 for guidelines.
- Check in at your scheduled pick up time
- There will be a \$35 fee for no shows and for no communications for being late.
- Sign the receipt and make sure to get one for your records.
- Contact your SUEC if arrangements are needed for a substitute pick up person and/or date.
- Contact your SUEC within 48 hours of pick up to report errors. There is no guarantee for correction past the 48 hours.

Tips For Management

- Document EVERY SINGLE transaction. Caregivers should verify counts (money and cookies) and sign a receipt for every transaction. This protects the troop and caregiver in the event of a discrepancy. Keep deadlines in mind. Think about sale dates, when ACH cookie payments are due, your schedule, and when you are able to facilitate cookie check-outs and money collection.
- Limit the amount of cookies a girl can check out at once and be mindful of previous pickups. We recommend you have families turn in money from previous pick-ups before allowing them to reorder more cookies. Release cookies only to caregivers who have signed the permission form. If a girl lives in two households, collect a permission form from both and monitor what each caregiver has received.
- Don't reorder more than you can reasonably sell. Please remember you can always pick up more cookies at a cupboard. It may be beneficial for your troop to make frequent smaller pickups, rather than large orders to avoid having excess inventory at the end of the sale.
- Update eBudde regularly (at minimum on a weekly basis). This helps you have a better grasp of the overall troop and girl inventory. Updates also help your SUEC track your troop's progress and see if you need any help.
- Practice good record keeping at booths. Make sure to keep track of inventory at all times and to take only as much as traffic levels at the location requires. If possible, designate an additional adult to be a "runner" to pick up more cookies during a booth.
- Regularly count troop inventory. Count, count, and recount! Make sure that your receipts, eBudde, and physical inventory match on a weekly basis. This will keep you organized and save you a lot of potential stress.
- We encourage cookie swaps and transfers between troops.

Returns & Exchanges

- Plan accordingly. GSSNV will NOT accept any cookie returns at any point in the program.
- You may allow caregivers to return unsold boxes to you in good condition at your discretion, if you feel you can sell them.
 - REMEMBER, troops are then financially responsible for accepted returns from caregivers.
- GSSNV will accept warehouse-damaged boxes in exchange for the same variety.
- Troop transfers and/or exchanges of cookies are encouraged. Contact your SUEC to assist with this as needed.

Reorders MUST be placed in eBudde by noon the day BEFORE the pickup date.

Cookie Cupboard Hours

VIP Transit Cupboard		
Wednesday	2/7, 2/14, 2/21, 2/28	9am to 3pm
Fridays	2/9, 2/16, 2/23, 3/1	9am to 3pm
GSSNV Council Cupboard		
Thursdays	2/8, 2/15, 2/22, 2/29	11am to 7pm
Saturdays	2/10, 2/17, 2/24, 3/2	9am to 1pm
Sundays	By appointment only	

The TPC receiving the cookies will enter the transaction into eBudde to ensure financial responsibility is transferred to their troop.

Financial Policies

Troop Product Coordinator (TPC) Financial Responsibility

Troop Product Coordinators are responsible for the cookie inventory, keeping track of the balance owed to council, and required to keep accurate records. All cookie movement between you and your girls/caregivers require receipts signed by both parties verifying that cookies have changed hands. All payments from families to the troop also require that receipts be issued. Cookies that are transferred in or out with another troop also require receipts. In the event that there is a cookie discrepancy and the TPC does not have accurate receipts, the coordinator can be held personally financially responsible for monies owed to council.

Banking

GSSNV uses a process called Automated Clearing House (ACH) to debit money from troops for the cookies. It is an electronic funds transfer from your troop bank account to GSSNV.

What is the ACH Debit Authorization Form?

- Every troop must fill out and sign this form granting GSSNV the authority to debit money from the troop bank account through ACH.
- The person signing the form needs to be a signer on the troop bank account.
- A new form must be signed each year, even if you have done so the previous year.
- Once your troop has submitted a TPC Financial Responsibility Agreement AND ACH Debit Authorization Form to your SUEC your account will be established in eBudde.

Penny ACH Sweep - January 23, 2024 (*Banking information SHOULD NOT be changed after Penny Sweep has been conducted.*)

ACH Debit Sweeps - February 20, February 27, and March 14, 2024

(25% of current
balance)

(50% of current
balance)

(Remaining
balance)

If you have a delinquent caregiver, or do not feel your troop will be able to cover the sweep, you must contact customerservice@girlscoutsnv.org two days before the sweep and submit delinquent account paperwork. If Council is not notified, the entire balance due to Council less troop proceeds will be debited from the account. NOTE: The troop is responsible to deposit sufficient funds to cover these 3 ACH debits and will be responsible for any resulting non-sufficient funds (NSF) charges.

Delinquent Payments

If a caregiver has an outstanding balance due to the troop, the TPC should submit a Delinquent Account Form to council. The Delinquent Account Form removes the responsibility of collecting the money due to the troop and allows council to step in and help the troop. Once the form and all required documents have been turned in, council will start the process of collecting the amount due. Council attempts courtesy calls to the caregiver with the balance to let them know they need to submit payment to council by a certain date. If they have not submitted payment by the due date or set up a council approved payment plan, their account will be turned into collections. GSSNV will reimburse troops up to \$500 per girl for nonpayment. Troop Product Coordinators should not release more cookies to caregivers if money has not been turned in for previous cookies. It is highly recommended that a Girl Scout/caregiver should only have 100 boxes of cookies at a time.

What does this mean for your troop?

- If the form is submitted by Close of Business (COB) Tuesday, March 12, 2024, the troop's final sweep will be adjusted to exclude the delinquent amount.
- If the form is NOT submitted by COB Tuesday, March 12, 2024, your troop's final sweep CANNOT be adjusted, and the troop will have to wait until the account goes to collections to receive a credit from the amount owed to the troop (over a 90-day to 120-day process).

What if the caregiver pays the troop and not council before the final sweep?

If the caregiver pays the troop instead of council, please contact council as soon as possible to let us know. If your troop has already been credited for the delinquent payment, we can SWEEP the adjusted amount owed from the troop account. If your troop has NOT been credited for the delinquent payment, we will remove the balance from the account but will NOT sweep the account.

Zero Tolerance

GSSNV has a zero-tolerance policy for misuse of Girl Scout funds. Any adult accepting responsibility for handling money is accountable for its proper use and safekeeping. Unresolved debt will be referred to a collections agency and misuse of funds may result in legal action with law enforcement and termination of volunteer service. In order to minimize the risk of loss, TPCs should regularly collect payments from caregivers throughout the sale and make prompt deposits into the troop's bank account. Please provide weekly/monthly financial updates to caregivers for full transparency. We appreciate your understanding and support of the Cookie Program. The intent of the program standards are to ensure a positive experience for all.

Girl Money

Payment is collected when girls deliver cookies. Payments should not be accepted during the initial order, nor should cookies be delivered without receiving payment in full. ONLY exception is for donation orders also referred to as Gift of Caring (GOC). Cookie funds should be collected from girls and safeguarded by caregivers immediately. Girls should avoid accepting bills larger than \$20 to help avoid receiving counterfeit bills. Girls may NOT accept checks. Caregivers are not allowed to deposit cookie funds into their own personal accounts. Cookie funds should be submitted to the Troop Product Coordinators promptly and frequently from caregivers. Troops must receipt every transaction (e.g. cookies and money given and received from girls) for clarity and reconciliation. Always count cookies and money with the caregivers and fill out a receipt for product taken and money received.

Troop Money

ALL Troop proceeds stay with the troop and do not follow a Girl Scout if she moves, transfers, or leaves a troop. Troops will deposit all cookie funds into their troop bank account "promptly and frequently". All council proceeds will be collected from troops via ACH (Automatic Clearing House) debit. An automatic withdrawal that will hit the troop account and removes the balanced owed to council.

Example of 1st ACH:

If a troop owes council \$1000 on February 20th, council will only sweep \$250 (25% of what is owed to council). You will find the total of what you owe in eBudde in the "Sales Report" tab, under "Amount You Owe Council" but you have to do your own math for the percentage of the sweep.

Please prepare your troop for the ACH sweep by setting a troop money collection date of Friday, February 16. Allow yourself enough time to get to the bank before Tuesday, February 20. Credit card swipes connected via phone/laptop/tablet/etc. offer a safe alternative to cash. The Mobile Payments program allows troops to utilize different company's options. All mobile payment funds MUST be deposited in the troop account- not a personal bank account.

- Troops are responsible for any fees or liabilities.
- Troop payments must still be made to GSSNV in full through the scheduled ACHs.

Troop Disbandment/Divorces

Troop disbandment/divorces occasionally occur. This can stem from differences of opinion regarding how the leader is running the cookie program, especially in the way cookies are being credited and how the proceeds will be spent. Troops MAY NOT disband, divorce, separate, or split-up during the product programs. Troops experiencing problems should fill out the Product Program Grievance Form immediately. The Entrepreneurship Team will help resolve the situation until permanent solutions can be agreed upon after the program.

NOTE: If things in a troop progress to the point that they can no longer work together, then the troop's cookie program will come to an immediate stop. The balance due will be withdrawn from the troop bank account and the troop's program will be officially finished. At that point, the situation will be turned over to council Membership staff. The troop and all caregivers are still financially responsible for any cookies in their possession. Council cannot accept a return on cookies.

Transfers Out Of Troop

During a Product Program, there are NO transfers out of the troop. Per GSUSA regulations, money does not follow a Girl Scout and Troop Proceeds belong to the troop and never become property of an individual Girl Scout.

Suggestions From A Cookie Pro and Bank Teller

How do you know if someone might be trying to give you a counterfeit bills?

In some cases, a perpetrator will favor an aggressive role: They will raise their voice, speak fast and angry, push a girl to hurry up, bully adults, etc. They want to add pressure and fear in a person trying to give outstanding customer service. If you hear a customer getting loud with a girl or get a sense that she is tense or frightened, intervene immediately. Please do not let her or yourself be bullied. Tell them up front you are not able to accept their method of payment and to consider using a card, or, if the bill is over \$20, insist they break it down to smaller amounts. No girl or troop leader should be afraid to lose a sale by standing up for themselves. On the other hand, you may get yourself a "charmer" or a "fast-talker". Their goal is to distract or charm their way into throwing a girl off her guard. They may be overly complimentary or change subjects anytime they get the sense the girl is on to them. Consider practicing during a meeting the different scenarios and the best way for the girls to handle them. Together, you can prevent your troop taking a loss this cookie season.



Inspire Cookie Entrepreneurs



Skills They Build

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

1

Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

2

Decision Making

Girl Scouts learn to make decisions on their own and as a team.

How you can help: Talk about how they plan to spend the troop's cookie earnings.

3

Money Management

Girl Scouts learn to create a budget and handle money

How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.



4

People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5

Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How you can help: Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Cookie Business Badges

Entrepreneurs can earn these official Girl Scouts® recognitions by completing requirements that help them develop new business skills.

Learn more at [girlscouts.org](https://www.girlscouts.org)!



Getting Families Involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- Cookie Program Family Meeting Guides
- Cookie Entrepreneur Family Pins



Volunteer Action Plan



OWN YOUR
magic



The first step to a successful Girl Scout Cookie Season is to plan for it. Use the space below to map out the information you need to support entrepreneurs as they own their magic!

Primary

eBudde™ Sign-Up

Key

Key

Resources At A Glance



All resources can be found at girlscouts.org/cookieresources

About Girl Scout Cookies®

Troop Leader Resources

Cookie Business Badges

Cookie Entrepreneur Family

Pin Digital Cookie®

Girl Scouts safety guidelines

One of the most essential steps you can take to have a magical season is to review all safety guidelines with troop members and their caregivers.

- Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit:
girlscouts.org/cookieresources


girl scouts
of southern nevada

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(702) 385-3677

Girl Scouts Council Office Hours:
Monday - Thursday, 9:00am - 5:00pm
Friday, by appointment only

Email: customerservice@girlscoutsnv.org
Website: girlscoutsnv.org


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Little Brownie
BAKERS.



Found at LittleBrownie.com

Digital Marketing Basics

FAQs and Nutrition Information

Girl Scouts® Cookie Captains and Cookie Rookies

Social Media Tools and Graphics

Own Your Magic Resources

Resources for Girl Scouts to Grow Their Cookie
Businesses Cookie History

Need Inspiration?

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

Follow us on social for shareable cookie content!

