girl scouts
heart of the hudson

Troop Guide

2013 Girl Scout Cookie Program

	My Contacts	
Name	Phone	Email
Troop Leader		
SU Cookie Chair		
Other		
	Council Staff	
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Jayne Barkman (Middletown/Kingston)	845-236-6002 ext. 234	jbarkman@girlscoutshh.org
Marianne Brehl (New City)	845-638-0438 ext. 423	mbrehl@girlscoutshh.org
Roberta Perrego (Poughkeepsie)	845-452-1810 ext. 122	rperrego@girlscoutshh.org
	More Resources	
GSHH Website	"Cookies & More" , Cookie Locator link	girlscoutshh.org
Little Brownie Bakers	for VIPe-training & program ideas	littlebrowniebakers.com
GSUSA	for links to Cookie Locator	gsusa.org

$4.00 a box

Girl Scouts Heart of the Hudson "Cookie Speak"

Booth Sale:	Girl Scouts, with appropriate adult supervision, set up a table at a public place, with cookies on hand to sell.
Collection Form:	If a parent has not turned in cookie money by the appropriate time, this form is completed and submitted by the troop with final paperwork.
Cookie Club:	Online option for sending cookie "asks" (emails to others asking for a promise to buy cookies) which allows girls to set and track goals.
Cookie Credits:	Recognition earned based on amount of cookies sold, issued in card form.
Cookie Cupboard:	Location at which troops obtain cookies after initial order has been placed.
Council Proceeds:	Amount due to the Council Cookie Account at TD Bank for cookies sold.
Dashboard:	In the eBudde (defined below) program, the first screen you see is the "Dashboard".
Delivery Station:	The location to which cookies are delivered for a Service Unit or a group of Service Units.
eBudde:	The computer program utilized to place orders and maintain records of the cookie sale.
GOC:	Gift of Caring – a program enabling customers to purchase cookies to be donated to a specific group.
Goal Getter:	Orders taken by girls after initial order has been submitted. Cookies are picked up at a cookie cupboard.
GSHH:	Girl Scouts Heart of the Hudson
Initial Order:	Orders taken by girls on the colorful order card and entered into eBudde by a specific due date. This year's due date is **March 10, 2013.**
LBB:	Little Brownie Bakers - the company that bakes and supplies the cookies, order cards and other forms, and cookie patches.
Operation Cookie Drop:	GSHH's council Gift of Caring project that sends thousands of boxes of cookies to our men and women in the armed forces.
Troop Profit:	Amount earned by the troop based on number of cookies sold. For 2013, the base amount is $.70 per box.
Troop Sales Report:	eBudde report that shows total sales, total payments, troop profit due, and council proceeds due. Printed at end of sale and should show a zero balance.

Troop Family Meeting

Before the meeting:

- With leader, plan a date time and location and invite families
- Review this guide
- Work with leader to plan the agenda
- Fill in troop information on the Order card
- Prepare materials for each family
    - Parent/Guardian Permission Slip
    - Girl Order Card
    - Parent/Guardian Guide

Upon Arrival

- Greet everyone and have a simple activity for girls (check Cookie badges for activity)
- Confirm contact information with parents
- Ask parents/guardians to sign permission slip – return top portion to them.

Meeting

- Present the 5 Skills girls develop/polish through the sale
- Share troop goals
- Make sure parents and girls understand that NO orders should be taken prior to February 15th
- Confirm that we are selling all 8 varieties
- Inform parents of the $4.00 per box price for cookies this year
- Explain Initial Order rewards and Exceptional Entrepreneur rewards – these rewards are dependent upon payment being received by the troop.
- Inform parents that cookie credits are earned starting at 80 boxes sold, are on Initial Order only, and will be mailed directly to the girls. Girls must be registered to receive cookie credit cards.
- Encourage parents/guardians to turn in cookie money as collected and not to hold until the final payment date.
- Confirm that all parents and girls understand:
    - Dates
    - How to handle goal-getter orders
    - All checks should be payable to GSHH
    - All money is due to the troop by _____
      (insert your date above)

Closing

- Thank everyone
- Make sure you have collected all permission slips
- Ask for assistance for booth sales if they are planned

eBudde Information

Please log in to eBudde (www.ebudde.littlebrownie.com) as soon as you are told that it is open for use to be sure you can and to become familiar with the site. Do not wait until it is time to put in your order!

Login and Contact Information

New to eBudde: Login: your email address
Password: samoas
Please complete all of the contact information requested

Previous User: Login: your email address
Password: what you changed it to in the past
i*f you have forgotten your password, there is a prompt to reset it*

Check and Update the following:

- Contact information for all leaders/cookie chairs listed with the troop
- Be sure that the leader and the cookie chair are both listed with appropriate title
- On the Settings page:
    - Troop level (did your girls bridge?)
    - # of girls in the troop (we want the total registered)
    - Bank account information
    - Troop goal

It is important that both the Troop Leader and Cookie Chair are listed in eBudde with the appropriate title.

The Product Sales Team and Service Units use eBudde to communicate with you via emails and messages on the Dashboard. Please check both frequently.

Girls' names will be loaded into eBudde from our membership database. Once that takes place, you will be notified to check your troop list. If you have girls in the troop who do not show up in eBudde, you need to verify with your Service Unit Registrar that the girls are, in fact, registered. You can then add those girls to the list. If you have a girl join your troop at any point during the sale, you can add her name once her registration has been turned in. Please DO NOT add any girl names until you have been told by GSHH that it is time to do so. If there are girls in your list who are not in your troop, please DO NOT delete them. Instead, send an email to: productsales@girlscoutshh.org and for the subject, use: Not My Girl. The Product Sales Team needs to keep an accurate accounting of the girls listed in eBudde. We will let you know when you can remove girls not in your troop.

To Place Your Initial Order go to the Initial Order screen and click on the first girl's name. Boxes will appear at the bottom of the screen for each variety as well. Enter the number of boxes sold for each variety as well as Op Drop and Troop GOC *(explanation and directions are in another section of this Guide)*. Click on "OK" and then "Save". Go to the next girl and repeat until all are completed.

You should not "submit" until you are certain that all is in. You can add to any girl's order until you hit the "submit" tab. If you submit by mistake or receive additional orders after you submit, contact your Service Unit Cookie Chair so she can "unsubmit" your order for updating.

To Track Additional Girl Orders go to the "Girl Orders" tab. This tab will populate when the initial order has been submitted. Use it to add goal-getter orders and assign booth sale cookies. Click on the girl's name. A message will appear to indicate that the initial order is locked. Just click on "Add trans" in the upper left corner. You will now get a row of boxes at the bottom of the screen. Varieties will not be shown. Add cookies as follows:

- Goal-getter – add in the "other" column – do not include Op Drop or GOC cookies
- Booth Sale – add in the "Booth" column – do not include Op Drop or GOC cookies
- Op Drop – add any cookies sold for Op Drop, whether as part of a goal-getter order or from a booth sale, in the "Op Drop" column
- GOC – add any cookies sold for the Troop GOC, whether as part of a goal-getter order or from a booth sale, in the "GOC" column

Tab over to the payment column and add the payment if it has been given to you (booth sale cookies are considered paid for). Then click on "OK" and then "Save".

Now you can go to "Switch to Girl" in the upper right of the screen. Click on the drop down and select the next girl you want to update.

Gift of Caring - *Making a World of Difference… One Cookie Package at a Time!*

The Gift of Caring program allows customers to purchase cookies to be donated to charitable programs or organizations. This is a fantastic way for our Girl Scouts to reach out to the community with cookies! For 2013 we are offering two Gift of Caring options –the Council Gift of Caring and the Troop Gift of Caring. Troops can participate in one or both programs and earn proceeds/rewards at the same time!

Council Gift of Caring – Operation Cookie Drop

In 2012, Girl Scouts Heart of the Hudson troops, through Operation Cookie Drop (Op Drop), donated over 70,000 boxes of cookies to troops abroad, VA Hospitals within our council area, and other military-related efforts. This is our council Gift of Caring Project. Girls can attend the "load in" event at the Valhalla Armory in late Spring. Details will be available on our website once the date has been finalized.

NEW: Beginning this cookie season, cookies ordered for Operation Cookie Drop will be "virtual". Your troop will be credited with the sale, your girls will owe for those boxes, but you will not receive them with your order, nor will you have to handle them at all. The cookies will be held at the warehouses and supplied directly from the warehouses to the Operation Cookie Drop load-in event.

Directions – Initial Order:

- On the Order Card
  - There will be a column for Op Drop. Have girls write the number of boxes they are selling for Op Drop in that column, not under any of the varieties.
- In eBudde
  - On the Initial Order screen, the first column (far left) will be for Op Drop. Put the total for each girl's Op Drop order in that spot.

Troop Gift of Caring

Your troop can identify its own Gift of Caring recipient. Talk with the girls about possible recipients in your community and then have the troop decide on one or two groups. You will obtain these cookies from the extras you have as a result of eBudde rounding up. If you do not have a sufficient number of extras, then you will get the remaining cookies from the cupboard or use booth sale extras to fill those GOC orders.

Directions – Initial Order:

- On the Order Card
  - The Troop GOC column will be on the far right of the Initial Order screen.
  - Girls write the total number of boxes for the troop's GOC in that column.
- In eBudde
  - On the Initial Order screen, the last column on the far right is for troop GOC.
  - Put in the total number of troop GOC cookies on the line for each girl.

Troop Profit and Awards

Troop Profit:

- Troops earn $0.70 per box for every box of cookies sold.
- eBudde deducts troop profit from amount due council. Check your Troop Sales Report **before** making your final payment to the cookie account. Refunds for overpayments in excess of $10 will be processed.

Award for Exceeding 2012 Initial Order

- For troops that sold cookies in 2012, an increase of $0.05 per box will be given if the troop **meets or exceeds** its 2012 girl initial order in 2013**.** This includes only girl orders, not orders on the "booth" or "other" lines. The girl orders do include both Troop Gift of Caring and Council Gift of Caring boxes.
- For the troops that qualify, the additional profit will apply throughout the sale – for the regular booth sale period and for goal-getter orders.

Super New Troop Award

New troops (those that did not sell in the 2012 cookie season) are eligible for this award if their PGA reaches 100 on the initial order. Each girl and 2 leaders will receive a bandana and each girl will receive a Super New Troop patch.

Girl Rewards

Cookie Credits

New: Girls who sell 80 or more boxes **on Initial Order** will earn cookie credits at the rate of $0.15 per box from the first box. Cookie credits expire in 3 years. Cookie credit cards are mailed directly to the girl. This year ,**cookie credit cards will be mailed earlier than in the past** and should be received by the end of April, just in time for end of the year programs/trips, summer camp fees, and summer camp trading posts. To accommodate this early mailing, cookie credits will be based on initial order, from which the majority of girls earn their cookie credits. Parents should contact a Product Sales Manager if their daughter has not received her Cookie Credit Card by May 10th.

NOTE: Girls must be registered during the current Girl Scout year to be eligible for Cookie Credits. If, according to our data, a girl is not registered, her cookie credit will be held at Council through September 30th to allow time to verify or receive her registration. If the registration is not verified by September 30th, that girl will not receive her cookie credits.

Extreme Entrepreneurs

Girls who sell 600+ boxes of cookies are our “Extreme Entrepreneurs”. We have several levels for the 2013 sale: 600+, 1000+, 1500+, 2000+ and Extraordinary (the girl with the highest sale in the council). There are two criteria for girls to receive the rewards associated with each of these levels:

1. Reach the required number of boxes sold – no exceptions!
2. Full payment for cookies sold must be in the hands of the troop by the final troop deposit date of May 8, 2013 - no exceptions!

If both criteria are **not** met, the girl will **not** receive the rewards.

These rewards are cumulative. A girl selling 1600 boxes, for example, will receive the 600+, 1000+ and 1500+ rewards if both criteria are met.

Goal-Getter Orders

You will receive “Goal-Getter Cards” from your Service Unit Cookie Chair. Hand these out to each girl as she turns in her original Order Card. Girls can continue to take orders on the Goal-Getter Cards until the beginning of May. Goal-Getter orders can be collected periodically and then the leader or cookie chair can place an order with a cupboard for those cookies. These orders can be placed as “Pending Orders” in eBudde – just as booth orders would be - except they can be ordered in boxes and/or cases. Orders should be placed 36 hours prior to pickup – giving the cupboard time to notify you if they do not have all of what you need. These cookies are not returnable. Please include contact information as with booth orders.

Booth Sales

Types of Booths – *(Booth Sites tab)* eBudde recognizes two types of booth sales – one is "Council Sales" (council-sponsored sites) and the other is "My Sales" (sites that the troop has arranged for itself, such as grocery stores, bagel shops, strip mall locations). The Council Sales will be picked up by "Cookie Locator" automatically. You should enter booths you set up yourself under "My Sales" so that those will show up on "Cookie Locator" once a Product Sales Manager clicks "approved".

Procedure for Girl Scout Week Booths (March 9th – March 17th)

- Council-sponsored Mall Locations
    - These locations will be assigned via a drawing. To enter the drawing, complete the form on the website between January 4th and January 16th. Further instructions will be on the form.
- MTA Sites
    - If MTA sites are secured for this sale, you will be notified via message on your dashboard. Instructions for signing up will be given there.
- Troops may hold 2 booth sales during this week; one at a council-sponsored site.
- Cookies will be ordered via an order form on the GSHH website. Directions will be on the form. Information will be posted on the website. Orders can be placed from January 23rd through February 8th.
- There are NO returns allowed from Girl Scout Week booths.
- Payment is due 48 hours after the booth sale.

Procedure for Regular Booth Sales (April 19th – May 11th)

Council-Sponsored Sites

- Malls – signup will be on eBudde. Opening date will be posted on your dashboards and emails sent via eBudde to all troops.
- MTA – if MTA sites are secured, a message will be posted on your dashboards with instructions for signing up.
- Your own troop sites – you can secure your own sites for booth sales
    - Enter the information in eBudde under "My Sales"
    - If you need a Certificate of Insurance, please email your PSM who will forward your request on to the appropriate GSHH staff. You will receive your certificate via email.

NEW: Placing Booth Orders: Cookies for the regular booth sale period will be ordered via eBudde, as "***pending orders***". Orders need to be placed **5 days in advance of pickup date** to ensure availability. (Late orders will be accepted based on availability of cookies.) Here are the directions for submitting orders for cookie booths:

- Go to "Transaction" tab
- Click on "Add a Transaction"
- On the screen that pops up:
    - Do not change the date
    - Put in the date you want to pick up the cookies
    - Put in the time by scrolling along the hour line and minute lines.

- For “Type” select “Booth” from drop down menu
- For “2nd Party”, select “Cupboard”
- Select the cupboard from which you will pick up cookies
- For “Product Movement” select “Add”
- Enter your order in **Cases**
- Enter any information you want us to have in the “Contact Info” section. Include a phone number or email address. If you want a costume or tablecloth, indicate that in this space
- You can print out receipts. These will also be printed by the Cupboard and you will be asked to sign when you pick up the cookies.

Payment for cookies for booth sales is due within 48 hours after the sale. You will receive a deposit slip from the cupboard. Return a validated copy of the deposit slip to the cupboard – in person if you have anything to return or via mail or email if you do not. Enter your deposit in eBudde.

Returns of full, unopened cases will be accepted by the cupboard when you present your validated deposit slip.

Cookie Delivery

Your Service Unit Cookie Chair will give you the delivery location, date and timeframe.

- Go to the Delivery tab in eBudde and sign up for a pickup time
- Make sure all families have scheduled a time to pick up their cookies from you
- Be prompt and make sure your car has enough room for your troop’s order
- Count and recount your order before signing for the cookies. The receipt you sign will make the troop responsible for payment of cookies received.
- When parents/guardians pick up cookies, make sure they sign a receipt, which makes them responsible for payment. Keep receipt until the end of the sale
- Return the girl’s order card to her with the cookies for cookie delivery

Finances

Banking Procedure

Troops deposit directly to the GSHH cookie account at TD Bank. Troops **must** use pre-printed deposit slips, which they will receive from their Service Unit Cookie Chair. All checks should be written to "Girl Scouts Heart of the Hudson" or "GSHH", **not** to the troop.

Write your troop number on each check and each deposit slip. Each deposit slip is a separate deposit and must be listed separately in eBudde. Deposit slip must be completed with the amount deposited, the date, and troop number. List each check separately, with last name of check writer. Total each slip separately. You should receive either two validated copies of the deposit slip or a deposit receipt from the teller. Request additional copies if you need them. Go to the "deposits" tab in eBudde and record each deposit separately. ***You must turn in validated deposit slips or deposit receipts to your Service Unit Cookie Chair with your Troop Sales Report.***

During the sale, you should deposit funds as you receive them. Do not wait to receive all monies before depositing. Multiple deposits are encouraged. ***Troops should never take money from the troop account to pay for a family that has not turned in the cookie money by the due date.*** Instead, contact your Service Unit Chair to obtain a Collection Form. Complete the form and attach to your Troop Sales Report.

If you have more than one troop, you **must** make deposits **separately** for each troop.

eBudde calculates troop proceeds and the amount owed to council. Check your eBudde "amount you owe council" on the Troop Sales Report tab before making your final deposit. Review this report and verify that all sales, including booth sales and Goal-Getter sales have been entered. If any sales are not entered, please check with your council Product Sales Manager before depositing. **Remember to keep your troop proceeds.**

Final troop deposit for initial order is due May 18, 2013. TD Bank is open 7 days a week, and many evenings.

Unpaid Balances

- If a **Family** has not paid in full by the due date:
    - Complete a Cookie Collection Form (available from your Service Unit Cookie Chair) documenting your attempts to collect the amount owed.
    - Keep the troop profit portion of the girl's sales. Attach the girl's permission slip to the form and submit with your Troop Sales Report.
    - ***Do not use troop funds to pay for these cookies or hold up troop cookie deposit. If the money is collected after the Cookie Collection Form is submitted, contact the council office immediately.***
- If a **Troop** has not paid in full, the troop will be subject to collection in the name of the troop cookie chair or leader.

Additional fees will be incurred for any accounts sent to collection.

Technology

Girls can supercharge cookie sales by taking orders online with the Cookie Club:

- They can send emails to friends and family asking for cookie "promises"
- Watch online orders stack up in the Goal Tracker
- Deliver cookies and accept payment in person

Joining the Cookie Club™ begins with the Troop Leader, or Troop Cookie Chair who must set up the account. We encourage Troop Leaders to help their girls to participate in this online option to *supercharge* their troop sale.

It's simple to do in 3 steps:

Step 1. Go to **http//cookieclub.littlebrownie.com/** (or click on the link in ebudde)

Choose *Leader log in* using your ebudde login and password to get in.

Step 2. Choose *Set up the troop*

Step 3. Establish a Cookie Club account for each girl.

Fill in the council name, number of girls selling, goals for the troop.

Submit, to save the information.

Then, log in to ebudde and go to the *Girls* tab. Click on *Export List to Cookie Club* button. Log back into Cookie Club and your girl IDs and passwords will be there.

Cookie Locator (cookielocator.littlebrownie.com)

A great way for customers to find booth sales! Customers can access this link from our website or from gsusa.org. They enter their zip code and a range of miles from that zip and a list of all cookie booths scheduled within that area will pop up. Make sure to enter all booth sales that are not at council-sponsored sites in eBudde so they will appear in Cookie Locator. This is also available as an APP on mobile phones.

VIP e-training (http://littlebrownie.com)

General information about cookies and the cookie sale are available at this website. Click on the VIP-etraining section. Sections 1-4 related in general to cookies and the sale. Section 5 is our own council information. You can find various types of helpful information at this site.

Troop Checklist

_____ Attend Training

_____ Get list of girls and verify that all girls are registered

_____ Hold Troop Family Meeting, collect permission slips, hand out order cards

_____ Log in to eBudde and become familiar with tabs

_____ Collect Girl Orders, enter into eBudde, submit Initial Order for cookies & incentives

_____ Sign up on delivery schedule in eBudde to pick up troop cookies

_____ Inform families of cookie pickup location and time, distribute cookies and obtain receipt

_____ Encourage girls to keep selling (goal-getter orders)

_____ Plan for booth sale, order cookies, and deposit payment

_____ Collect money at each troop meeting, deposit often

_____ Check eBudde Sales Report for accuracy – make sure all Goal-Getter and Booth orders are included.

_____ Check eBudde for final amount owed and deposit (turn troop profit over to leader)

_____ Enter final payment in eBudde, print Sales Report & submit with validated deposit slip(s) to SU Cookie Chair

Dates to Remember

January
4 Entries to drawing for Girl Scout Week mall spots opens *(see website for form)*
16 Closing date for mall spot drawing entries
22 Troops drawn for mall spots notified
23 Girl Scout Week Booth orders begin *(see website for form)*
NOTE: Cookies MUST be preordered for Girl Scout Week booths.

February
8 Girl Scout Week Booth orders end
15 Cookie Sale Opens with Initial Order taking

March
9 Girls Scout Week booths begin
10 Initial Order ends – Girls can begin using Goal-Getter forms to continue selling
17 End date for Girl Scout Week booths
20 Troop Initial Orders for **both** cookies and incentives due in eBudde by 11:59 PM

April
13 Regional and Service Unit Deliveries begin
19 Regular Booth Sale Period begins
20 Regional and Service Unit Deliveries end

May
10 Last day to pick up cookies from regional office cupboards
11 Regular Booth Sale Period ends
14 Final incentive order due in eBudde by 11:59 PM
18 Final day for troops to deposit for initial orders