



Ways to Participate in the Girl Scout Cookie Program

Get ready for your Girl Scout to make (cookie) boss moves this year! No matter how she takes part in the Girl Scout Cookie Program, she'll grow her people skills, learn to set goals, make smart decisions, and so much more. Talk with her about which options she's excited to explore this year!



Phone or Text Friends and Family

Is this your Girl Scout's first time running her own cookie business? Texting or phoning friends and family is a great way to help her feel comfortable connecting with cookie customers. And if your seasoned cookie boss's free time is limited—hello, school, sports, and extracurriculars!—this option has maximum flexibility.

Digital Cookie

Is your Girl Scout ready to take her digital marketing skills to the next level? With the Digital Cookie® platform, Girl Scouts can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. And she can reach her sales goals no matter what her schedule is like. [Councils may want to add a link to online sales guidance]

Door-to-door

They're the perfect way to hone her sales pitch! With door-to-door sales, Girl Scouts can stay local and sell in their neighborhoods—and use door hangers and business cards for customers who aren't home. They'll also grow their people skills by meeting new neighbors (with the necessary adult supervision, of course)

Cookie Stands

Would your Girl Scout feel more comfortable on her own turf? Cookie stands, similar to lemonade stands, are set up in front of a residence on private property, where she'll market her cookies to customers in her neighborhood. They're a great way to ease more introverted girls into connecting with their communities. This can be fun for the whole family!

Cookie Booths

This option has maximum customer interaction, teamwork, and all the fun! Troops or groups of Girl Scouts work together to market their cookies outside a preapproved location (like a grocery store, bank, mall, or even a drive-through booth in a parking lot) where they can practice their business skills with new customers.

Note: 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.)

Connecting with Her Community

The possibilities are endless! Girl Scouts team up with their parents/caregivers to sell cookies to their employees and coworkers, at places of worship, and at community groups. They could prepare a corporate pitch to sell cookies in bulk to car dealerships, real estate agents, or financial institutions. When these budding entrepreneurs secure a large sale, they get a taste of sweet success!

Participating in the cookie program powers Girl Scouts' adventures throughout the year as they learn key business skills to excel in future careers and in life. By participating in different sales methods, girls gain more skills, including: goal setting, decision making, money management, people skills, and business ethics. **Don't forget:** adult supervision is required at all times.

**This Girl Scout Cookie Season,
we are ready to...**



Troop Cookie Chair Role and Responsibilities

- **Trainer/Communicator**
- **Resource**
- **Helper**
- **Champion**



Our 2023 COOKIE LINEUP

EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY

Raspberry Rally™ • Made with
NATURALLY FLAVORED WITH
OTHER NATURAL FLAVORS
Vegan
Ingredients

Thin, crispy cookies infused with raspberry
flavor, dipped in chocolaty coating
Approximately 30 cookies per 9 oz. pkg.

U

NEW!



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring
messages to lift your spirits
Approximately 12 cookies per 6.2 oz. pkg.

U



Trefoils®

Iconic shortbread cookies inspired by
the original Girl Scout recipe
Approximately 38 cookies per 9 oz. pkg.

U



Do-si-dos®

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats

Oatmeal sandwich cookies with peanut
butter filling
Approximately 20 cookies
per 8 oz. pkg.

U



Samoas®

- Real Cocoa
- Real Coconut

Crisp cookies with caramel, coconut and dark
chocolaty stripes
Approximately 15 cookies per 7.5 oz. pkg.

U



Tagalongs®

- Real Cocoa
- Real Peanut Butter

Crispy cookies layered with peanut butter and
covered with a chocolaty coating
Approximately 15 cookies per 6.5 oz. pkg.

U



Thin Mints®

- Made with Vegan
Ingredients
- Real Cocoa

Crisp, chocolaty cookies made with natural oil
of peppermint
Approximately 30 cookies per 9 oz. pkg.

U



**Girl Scout
S'mores®**

- Made with Natural Flavors
- Real Cocoa

Graham sandwich
cookies with
chocolaty and
marshmallowy
flavored filling
Approximately
16 cookies per
8.5 oz. pkg.

U



Toffee-tastic®
GLUTEN-FREE

- No Artificial Flavors

Rich, buttery cookies with sweet, crunchy
toffee bits
Approximately 14 cookies per 6.7 oz. pkg.

U



Adventurefuls™

- Real Cocoa

Indulgent brownie-inspired cookies with caramel
flavored crème filling and a hint of sea salt
Approximately 15 cookies per 6.3 oz. pkg.

U





Raspberry Rally™

Little Brownie
BAKERS®

The first Girl Scout Cookie offered exclusively online **for shipping only!**

Simplicity for volunteers and girls, no handling necessary

Easy inventory management

Opportunity for girls to learn about and participate in rapidly growing online shopping trends, and practice omni-channel selling skills

Space available for QR Code to help Girl Scouts tell their customers how to get the new cookie!

Raspberry Rally featured on the bottom, not with the other cookies

No order column for Raspberry Rally





Hooray for Cookies!

Initial Order phase 2/10-3/26

Digital Cookie opens for volunteers 2/3, for families 2/9

Goal Getter 3/27-5/14

Booth sales

March Booth sales 3/10-3/26

Regular Booth sales 4/21-5/14





Initial Order 2/10-3/26

- Girls go door to door, or connect personally with customers to take orders on the girl's behalf.
- Digital Cookie open for customers.
- Special rewards for girls and troops for orders taken during this period.





Ordering Initial Order Cookies

Troops must place their order in eBudde, entering girl order card orders by March 28th by 12 noon.

All varieties are “cased up” into cases of 12 packages

Webinar for Troops: Initial Order, Step by Step

March 22, 7PM





Important Dates

eBudde access end of January

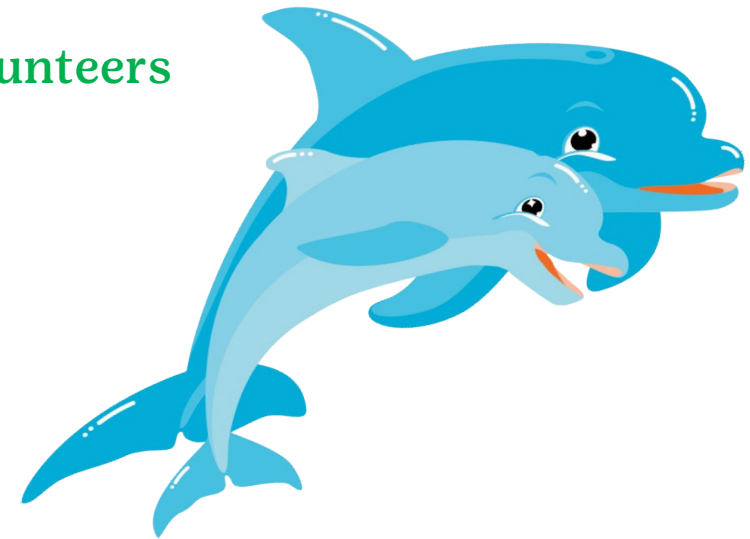
Digital Cookie access February 3 for volunteers

Family DOC access, February 9

Cookie sale begins February 10

Initial Order Ends March 26

Troops Submit I/O March 28



[illegible]

Booth Sales





March Booths

2022- Preseason

- 3 weekends March 10th-26th
- Troops can enter “My Sales” booth locations
- Council arranged locations will be in e
- Order cookies by February 9th
 - Choose cupboard desired for pickup
 - Choose quantities





How do I get more cookies?

- Cupboards at GSHH offices or in outlying areas (see eBudde or website)
- Cookie Exchange tab in eBudde



April/May Booths 4/21-5/14

Please enter your troop-arranged Booth Sales in eBudde—help people find you in Cookie Finder!



Booth sales

- Boost troop profit
- Gives girls chance to get to higher reward level
- Helps SU get closer to SU Cookie Bonus

Questions





digital 
cookie





Digital Cookie (DOC)

Opens for volunteers 2/3

Opens for families 2/9

- Girls can begin selling on 2/10
→ Site open for girl delivery, donations
- Shipping option opens 2/27
→ Raspberry Rally—available for shipping only--
order taking begins 2/27
→ All varieties available for shipping





- Digital Cookie should be part of every girl's cookie plan
- Orders placed in DOC during Initial Order load into girl totals → become part of troop order
- Girl Delivery option through May 10; orders placed after Initial Order must be credited to the girls, added into Girl Orders. Troops must arrange to fill order at cupboard, from extras, through Cookie Exchange
- Orders for shipped will open on February 27





Troop Link

- **Two Troop Links**
- **Troop Cookie Link – for all types of sales**
- **Troop Shipped Only Link – shipped orders only**



Rewards 2023





Troop Proceeds

- Troops earn 90 cents per box
- Additional 5 cent bonus for troops who achieve 150 PGA on Initial Order
- Some girls earn additional 5 cents for membership early bird reward
- NEW! Opt Out for C/S/A troops and C/S/A Juliettes with 150 PGA





Rewards 2023

- Rewards are cumulative—girls earn at every level they achieve
- Choice of reward or Dough-Si-Dough at several reward levels beginning at 200+ packages
- Troops MUST select each girl's choice
- I/O Rewards are shipped to SUCC in time for delivery
- Final rewards are shipped at the end of cookie sale





Opt Out Rewards Option

New this year for Cadettes, Seniors and Ambassadors

Older Girl Troops that achieve a 150 PGA during Initial Order can earn 10¢ more per box

Details:

- The **entire** troop must agree to not receive rewards and must sign the Opt Out form.
- Opt Out Form must be submitted to Council by Feb 24th.
- Troops opting out will receive all the patches associated with levels on order card, but none of the other items.
- Girl WILL receive \$25 DSD at 150 package level (only).
- If troop doesn't attain a 150 PGA, troop will receive rewards as shown on order card





2023 Cookie Rewards Opt Out Form for C/S/A Troops and C/S/A Juliettes Only

Troop Number: _____ Level: _____ Service Unit: _____

Troop Leader: _____ # of Registered Girls: _____

Troop Leader Email: _____ Phone: _____

GSHH is offering the opportunity to opt out of some rewards to our Girl Scout Cadette/Senior/Ambassador troops and C/S/A Juliettes, who attain a PGA of 150 packages during initial order, in exchange for higher proceeds. **Multi-level troops that have Daisies, Brownies and/or Juniors are not eligible.** In lieu of some cookie rewards, the troop or Juliette will receive an additional \$0.10 per package during this cookie season.

- Troops/Juliettes who opt out will receive all of the patches associated with the levels detailed on the order card & \$25 Dough Si Dough at the 150 box level.
- Please discuss with the troop or Juliette what this decision will mean – what will the extra proceeds be used for? Is there anyone who would rather get the rewards? If anyone is hesitant, please do not coerce them into opting out.
- **Each girl in the troop partaking in the sale MUST agree to opt out in order to participate.**
- After the girls have made their decision, please have them email you or sign the form below. Each girl in the troop participating in the Cookie Sale must send an email or sign the form. Failure to do so will result in opting in to receiving rewards only.
- Please fill out the form below with each girl's name and their choice (opt out – YES or opt in - NO) and have them sign it. (We will accept email documentation to serve as signature approval from the girls who aren't available to sign the form. (They will need to include their decision in the email) **Send a copy of this form and the emails from the girls in one email to productsales@girlscoutshh.org.**

The form will need to be sent prior to submitting your Initial Order. It is due no later than February 24, 2023 at 5 pm. If the deadline or PGA are not met, the troop or Juliette will automatically be opted into receiving the rewards. Please do not submit the Initial Order until you confirm that the Opt Out box in eBudde has been checked off. The troop or Juliette's proceed structure will be finalized once the order is submitted and cannot be changed.



UNIQUE REWARDS for a bright new season

Girl Scouts
Heart of the Hudson
2023 Cookie Program
Rewards

My Personal Goal:

Digital Cookie Rewards
Follow GSUSA and council guidelines for online marketing.

Email Charm
15 DOC Emails

Raspberry Rally® Charm
75 DOC pigs

Aluminum Water Bottle
110 DOC pigs

Hooded Blanket
200 DOC pigs

Initial Order Rewards
For cookie orders taken from February 10-March 26, 2023 girls will earn:

Clicker the Mini Dolphin
135+ pigs

Bandana Cooling Scarf and Fashion Shades
175+ pigs

Charm Patch

Charm Patch
Charm earned separately
95+ pigs

Gift of Caring Rewards
Girls will earn:

Gift of Caring (GOC) Patch
12+ pigs

Exceptional Entrepreneur
Initial Order Top seller Reward
For the girl with the highest sales during Initial order (ends 3/5)

Will receive her choice of 2 Tickets for a NY Whale Watching Cruise this summer OR \$100 Dough Si Dough

Extraordinary Entrepreneur
For the one GSHH girl with the Highest total sales in the 2023 season

Cricut Maker Set OR
\$200 Dough Si Dough

Dough Si Dough

Dough Si Dough can be used for membership, program registration, in our shops and much more. \$25 is earned at 150+ packages.

It can be selected instead of the pictured reward starting at the 200 package level.

Booth Sales

Sign up to work Cookie Booths with your Girl Scout friends to help reach your goals!

Booth Sales Patch
12+ pigs

100+ 200+ 300+

Bar patches earned at highest level sold in 100 package increments

NEW Opt Out Option for Older Girls!

Cadette, Senior, or Ambassador troops that reach a 150 Per Girl Average may opt out of receiving Cookie Program girl rewards, and earn an additional \$0.10 per package proceeds. Troops must unanimously agree to forego rewards (however, girls will receive Dough Si Dough at 150 level and patches at levels indicated on order card). Troop must return a GSHH Opt Out agreement with signatures no later than 2/24/23 at 5 pm.

Go Bright Ahead Patch
95+ pigs

Go Bright Ahead Decals
75+ pigs

Charm Patch, Go Bright Ahead Charm, Pocket Scrunchie and Mini Scrunchie Set
125+ pigs

Coral the Dolphin, Dolphin Samosa® Charm AND \$25 Dough Si Dough
150+ pigs

Dolphin Mood Ring Set and 2023 Year Bar Patch OR \$10 Dough Si Dough
200+ pigs

Dolphin Sunrise Journal and Dolphin Tail Pen OR \$15 Dough Si Dough
300+ pigs

Dry Pouch OR \$20 Dough Si Dough
400+ pigs

Go Bright Ahead T-Shirt OR \$30 Dough Si Dough
500+ pigs

Rechargeable Headlamp OR \$45 Dough Si Dough
600+ pigs

Paddleboard Beach Towel OR \$60 Dough Si Dough
700+ pigs

Night Sky Projector OR \$75 Dough Si Dough
1000+ pigs

2 Tickets to Legoland (Date TBD) OR \$100 Dough Si Dough
1500+ pigs

1 week Cabin Program at Rock Hill Camp or 2 weeks at Camp Addieone Boyce day camp OR \$200 Dough Si Dough
2000+ pigs

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.

- Fun, new charm patches for DOC sales, 125+, 150 packages
- Dough Si Dough option starting at 150 packages
- New Opt out option for Cadettes, Seniors, Ambassadors

Questions





Money Matters

Bank accounts and Balances



- Troops must have a bank account to participate
- Troops must have an ACH authorization on file
- SUCCs are responsible for ensuring that troops have a zero balance by sale's end
- Troops with a balance from last year will not be permitted to participate in 2023

ACH dates

May 11th - 1st ACH 1/3 amount owed

May 25th - 2nd ACH 1/3 amount owed

June 8th 3rd - ACH remaining balance



Operation Cookie Drop

- Girls sold over 100,000 packages last year
- Encourage troops to ask for donations to Operation Cookie Drop
- Troops can share their Troop Digital Cookie Link for donations
- Load-In Event is TBD





eBudde

ebudde.littlebrownie.com





Using eBudde

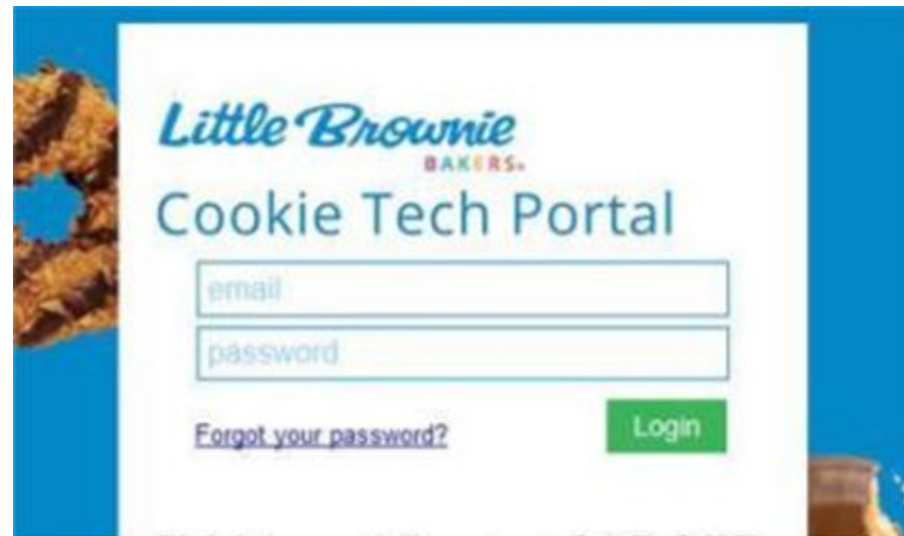
- Troop Leaders are uploaded into eBudde by council.
- Troop Cookie Chairs must be added to eBudde by Customer Care. Must have:
 - background check
 - current registration as a Girl Scout
- Troop Cookie Chairs should contact Customer Care to be added.





Initial Log In

1. User receives welcome email with login link.
2. Click on the link.
3. At the login screen, enter your email and password.
4. At the profile screen, enter password that you used in Step 3. Also review/enter all additional information.
5. Enter Little Brownie Cookie Tech Portal system.
6. Confirm account update via email link. Your Troop Dashboard will appear.





Supporting You: *Using Your Resources*

- Council webinars
- Lunch and Learn webinars
- Microburst trainings LBB Videos in eBudde “help” tab
- GSHH Headlines & Happenings
- Leader Agendas



Communication supports success

- Your Service Unit Cookie Chair (SUCC) is your primary contact
 - Read eBudde email, check eBudde dashboard messages
- Utilize any communications tools
 - Individual emails, use eBudde's Contacts tab to email families right from the site
- Share your contact information
- Troops can contact Member Care with questions

Delivery



Delivery

- Delivery between April 20th -April 22nd.
- Council enters delivery date/times/locations in eBudde. Check message on dashboard late March.
- Troops can set up appointments once dates/locations are in eBudde (March 27, 2023)

Troop#: _____ Total Cases Picked Up: _____ Time of Pick Up: _____
Pick Up Location: _____ Contact: _____

ADVENTUREFULS™	DO-SI-DOS®	THIN MINTS®
LEMON-LIPS®	S'MORES®	GIRL SCOUT S'MORES®
TREFOILS®	TAGALONGS®	TOFFEE-TASTIC®

Troop#: _____ Received By: _____
Date Received: _____

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Delivery

Follow these guidelines for a smooth cookie pickup day:

- Know exactly how many cookie cases you ordered of each variety.
- Arrive at your scheduled pickup time.
- Make sure to have enough vehicles to load your order. See graphic below for help!
- Have your eBudde delivery confirmation with case count.
- Count as cookies are loaded into vehicles.
- Confirm the count is correct before signing for your troop's cookies.

Your troop is

Vehicle Type	Case Capacity
Compact Car	1-23
Standard Sedan	20-45
Standard Wagon*Standard Pickup**	45-70
SUV/Minivan*	50-100
Standard Van	150-200

es.





TO A FUN &
SUCCESSFUL 2023!

