Contact information for my Service Unit Cookie Chair:

Name: _______________________________________________________

Phone: ______________________________________________________

Email: _______________________________________________________

www.girlscoutshh.org/cookies

Customer Care: customercare@girlscoutshh.org

855-232-GSHH (4744)
Welcome to the 2019 Cookie Program!

Dear Troop Volunteer,

Did you know the Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world? It’s true—and it’s pretty amazing! The Girl Scout Cookie Program prepares girls with the business smarts they need to take on the world!

Through the Girl Scout Cookie Program, girls have new, unique and amazing experiences that broaden their worlds, teach them essential skills, and launch them into a lifetime of leadership.

That means you’re not only supporting girls’ success but also the success of your community, all while helping build the next generation of female entrepreneurs—that’s game-changing! The Cookie Program consists of three phases: Initial Order, Goal Getter, and Booth Sales. Girls can sell door-to-door using a traditional order card, via their e-commerce store using Digital Cookie, or by holding booth sales at local businesses or “travelling” around a neighborhood with a wagon full of cookies.

This Troop Cookie Book is a quick reference guide for “Everything Cookie”! In the back of the Guide, are frequently used terms, “Cookie Speak”, and a “Cookie Calendar”. Please keep this book handy as you and your troop progress through cookie season.

We thank all of you for your time and talent that are invaluable to girls and the Girl Scout Cookie Program. Thank you for supporting a program in which girls learn, grow, and make a lasting impact on the world. And thank you for believing in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™.

Yours in Girl Scouting,
The Product Sales Team

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**Cookie Calendar**

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/11/2019</td>
<td>Friday</td>
<td>Digital Cookie® opens for Volunteers</td>
</tr>
<tr>
<td>1/18/2019</td>
<td>Friday</td>
<td>Digital Cookie® opens for families</td>
</tr>
<tr>
<td>1/27/2019</td>
<td>Sunday</td>
<td>eBudde Cookie Booth Scheduler opens for March Booth Sales</td>
</tr>
<tr>
<td>1/30/2019</td>
<td>Wednesday</td>
<td>Webinar: Digital Cookie® overview</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distribute Cookie Materials to Girl Scouts registered for the MY2019</td>
</tr>
<tr>
<td>2/8/2019</td>
<td>Friday</td>
<td>Cookie Sale begins Initial Order and Digital Cookie ®</td>
</tr>
<tr>
<td>2/12/2019</td>
<td>Tuesday</td>
<td>Last Day to order March Booth cookies</td>
</tr>
<tr>
<td>3/8/2019</td>
<td>Friday</td>
<td>March Booths Begin Council Cookie Cupboards open</td>
</tr>
<tr>
<td>3/9/2019</td>
<td>Saturday</td>
<td>Initial Order period ends</td>
</tr>
<tr>
<td>3/10/2019</td>
<td>Sunday</td>
<td>Goal getter period begins</td>
</tr>
<tr>
<td>3/12/2019</td>
<td>Tuesday</td>
<td>Webinar: Initial order step by step</td>
</tr>
<tr>
<td>3/15/2019</td>
<td>Friday</td>
<td>Troop order due in eBudde by NOON</td>
</tr>
<tr>
<td>3/22/2019</td>
<td>Friday</td>
<td>Last Day for Council Cupboards for March</td>
</tr>
<tr>
<td>3/24/2019</td>
<td>Sunday</td>
<td>March Booth Sales End</td>
</tr>
<tr>
<td>4/5/2019</td>
<td>Friday</td>
<td>Regular Booth Sales Begin Council Cookie Cupboards open</td>
</tr>
<tr>
<td>4/6/2019-</td>
<td>Saturday-</td>
<td>Cookie Delivery to Service Units</td>
</tr>
<tr>
<td>4/14/2019</td>
<td>Sunday</td>
<td></td>
</tr>
<tr>
<td>5/1/2019</td>
<td>Wednesday</td>
<td>Last day for Digital Cookie® in-person delivery orders</td>
</tr>
<tr>
<td>5/3/2019</td>
<td>Friday</td>
<td>1st ACH from troop bank account</td>
</tr>
<tr>
<td>5/11/2019</td>
<td>Saturday</td>
<td>Last day for Digital Cookie®</td>
</tr>
<tr>
<td>5/12/2019</td>
<td>Sunday</td>
<td>Regular Booth Sales End</td>
</tr>
<tr>
<td>5/17/2019</td>
<td>Friday</td>
<td>Last Day Council Cookie Cupboards open</td>
</tr>
<tr>
<td>5/20/2019</td>
<td>Monday</td>
<td>Troops locked out of eBudde at NOON</td>
</tr>
<tr>
<td>5/28/2019</td>
<td>Tuesday</td>
<td>Final ACH sweep from troop account (if necessary)</td>
</tr>
</tbody>
</table>
**GSHH “Cookie Speak”**

**ACH:** Electronic banking network used to move money between troop accounts and council.

**Booth Sale:** Troop sells cookies directly to customers in high traffic areas like grocery stores, malls or sporting events. Cookies for the sale are pre-ordered and picked up at a cookie cupboard.

**Cookie Cupboard:** Where you pick up additional cookies for Booth or Goal Getter sales, often council offices. Locations are posted on the website.

**Cookie Locator:** Website where customers can search by zip code for cookie booths. Also available as an app.

**Council Proceeds:** Amount due to the council for cookies.

**Dashboard:** Home screen in eBudde which includes troop checklist and timely messages.

**Digital Cookie®:** Online platform girls can use to reach customers.

**Dough Si Dough:** Cookie reward that can be used in our shops, for program registration, annual membership dues, or summer camp registration.

**eBudde:** the online order tracking tool used during the Cookie Program.

**Gift of Caring or GOC:** Customers can purchase cookies to be donated to a cause chosen by the troop or to our council Gift of Caring project.

**Goal Getter:** the second of three phases in our council's cookie sale. It's an opportunity for girls to continue selling between Initial Order and Booth Sales so they can reach their goals and grow their cookie business using an order card or Digital Cookie®.

**GSHH:** Girl Scouts Heart of the Hudson, our Council name.

**Initial Order:** First phase of Cookie Program. Orders can be placed on order card or online using Digital Cookie®.

**Little Brownie or LBB:** Our council’s cookie baker.

**Operation Cookie Drop or Op Drop:** Our council’s GOC project, sending cookies to our military.

**Troop Proceeds:** Portion of the price of cookies that stays with the troop.

**Troop Sales Report:** an eBudde report showing total sales, payments, profit, and council proceeds due.

Girl Scout Cookies are awesome for all kinds of reasons. They are delicious, and everybody seems to have a favorite variety. Most important, they are part of a 100+ year tradition that helps power girl success.

The Girl Scout Cookie Program gives girls the opportunity to do and learn amazing things. They build lifelong skills, friendships, and confidence.

**The Girl Scout Cookie Program**

Being a Girl Scout Cookie professional gives girls the opportunity to build skills essential for success both now and later

**Goal Setting**—as she sets cookie sale goals and makes a plan to reach them.

**Decision Making**—as she and her troop decide how they will use their troop proceeds.

**Money Management**—as she makes a budget, takes orders and handles customers’ money.

**People Skills**—as she learns to talk and listen to all kinds of people while selling cookies.

**Business Ethics**—as she is honest and responsible every step of the way.
**Girl Scout Cookie Program**  
**Ways to sell cookies**

**Initial Order Phase**  
**February 8—March 9**

- Girls take orders on their paper order card and/or online through March 9 for in-person delivery.
- During the Initial Order Phase, girls earn rewards for selling 110 boxes or more.
- Digital Cookie orders received by March 9 for in-person delivery must be entered into eBudde with the troop’s Initial Order. These orders do not automatically load into eBudde. Totals appear on the eBudde dashboard but must be added to the girl’s order.
- Cookies will be rounded up to full cases (12 boxes per case), and the troop is responsible for all the boxes.
- Payment is collected when girls deliver cookies in April.

**Additional Resources**

**Girl Scouts of the USA**: Locate info on the Girl Scout Cookie Program and national cookie badges and pins.  
[GirlScoutCookies.org](http://GirlScoutCookies.org)

**Baker Website**: The website of our official Girl Scout Cookie baker. Find girl activities, marketing ideas, Girl Scout Cookie facts, cookie sale resources and clip art to help girls prepare for the cookie sale. [LittleBrownie.com](http://LittleBrownie.com)

**Council Website**: [www.girlscoutshh.org/cookies](http://www.girlscoutshh.org/cookies)  
Visit our site to find procedures, forms, manuals and other helpful information.

*eBudde™*: Your Command Center for managing the cookie sale. Order cookies, track girl activity and order girl rewards.  
[ebudde.LittleBrownie.com](http://ebudde.LittleBrownie.com)

**eBudde Troop App Plus™**: Place orders on your mobile devices. Video training and eBudde help are built right in. Learn more and download the app at [LittleBrownie.com](http://LittleBrownie.com).

**eBudde™ Booth Sale Recorder**: Record sales in real time at booths, making record-keeping a snap. Download this free app in iPhone App Store or through Google Play.

**Girl Scouts® Built by Me™ Cookie Planner**: An online tool to help plan a custom cookie season.  
[CookiePlanner.LittleBrownieBakers.com](http://CookiePlanner.LittleBrownieBakers.com)

**Girl Scouts® Cookie Locator™ by Little Brownie Bakers**: Help friends locate the closest cookie booth with this app.  
[CookieLocator.LittleBrownie.com](http://CookieLocator.LittleBrownie.com) (Girl Scouts® Cookie Finder on girlscouts.org can also be used to locate cookies.)

**Little Brownie Bakers® YouTube Channel**: Check out our library of inspiring videos featuring real Girl Scout stories and selling tips. [youtube.com/LittleBrownieBakers](http://youtube.com/LittleBrownieBakers).
Closing Out the Cookie Sale
Girls continue to sell through May 15; complete these steps by noon on May 20.

**Girl Orders Tab**
1. Update Girl Orders to include all additional packages sold thru DOC orders, Goal Getters and Booth Sales and payments made.
2. Make changes on each girl’s line as necessary. Choose "Booth" or “Other” as appropriate.
3. Click **SAVE**.
4. To finalize this task be sure the **Difference** line on the bottom of the screen reads “0”.

**Transactions Tab**
Check to see that all your transactions are in this tab.
Check for cupboard and troop-troop transactions.

If there are any that are not yours, notify a Product Sales Manager.

**Rewards Tab**
1. Click **FILL OUT** next to Final Reward Order.
2. Click on individual girls’ names to review Girl Reward Orders and click **SUBMIT GIRL ORDER**.
3. Be sure to make choices when necessary.
4. Enter or review total rewards earned.
5. Click **SUBMIT** to submit your order.

**Digital Cookie®**
Available during Initial Order, Goal Getter Phases

**February 8—May 1**

*Digital Cookie® has helped girls with their cookie sale for four years. This year, the in-person delivery option is extended to May 1.*

- Families will receive an email in late January, with a link to create their own digital cookie store.
- Customers can choose shipping or in-person delivery.
- Digital Cookie® orders placed by March 9 count toward Initial Order, but MUST be added to the girl’s order in eBudde, so the cookies are included in the troop’s Initial Order delivery.
- Orders placed, after March 9 for in-person delivery, must be fulfilled at a Cookie Cupboard.

**Goal Getter Phase**
**March 10—May 15**

Girls can continue their momentum after the Initial Order cookie cards have been submitted to the troop.

- Troops can continue to earn a profit during this phase.
- Girls earn rewards based on total sales.
- Cookies sold during this phase, must be fulfilled in our cookie cupboards. Location for cookie cupboards will be available on the website.

Cookie Pro! Contest

Girl Scouts and the bold and brave **DC Super Hero Girls™** are teaming up to help young cookie entrepreneurs across the country unleash that unstoppable **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™** shine, share their unique cookie stories with the world like a super hero, and enter for a chance to win an epic adventure they’ll never forget.

Cookie program participants will have the chance to win the Cookie Entrepreneur Experience of a lifetime, a trip to California with DC Super Hero Girls. **Contest is from January 2 thru April 30, 2019. Visit www.girlscouts.org for details.**
Booth Sales

Troops buy cookies and sell them directly to customers, often at booths in high traffic areas like grocery stores, bagel stores, malls or sporting events. Some Booth sale times/locations are organized by our council, others are troop-arranged.

Booths are a great way to reach customers who may not have been asked to buy cookies earlier in the sale.

- Give girls skills in interpersonal relations
- Offer immediate profit and add to girls’ rewards

Booth Sale Ideas

- Set up a table at a local business
- Drive-thru booth set up in a parking lot, customers drive up, girls hand them cookies
- Rolling Booth Sale: put cookies in a wagon, cart or car and go door to door, cookies in hand
- Cookie House Party: invite friends and neighbors to a party. Have desserts featuring cookie recipes and have cookies available for purchase.

Booth Sales Periods

March 8—24
April 5—May 12

Booth Sites Tab

Council Sites
There will be a message on your dashboard when these will open. Spots fill very fast.
1. Select COUNCIL SALES from the dropdown list.
2. Find booth sales you would like to sign up for, click date and time.
3. Click time slot and click SUBMIT.

Troop-arranged Booth Sites
1. Select MY SALES from the dropdown list.
2. Click ADD A LOCATION.
3. Fill in location site information, date and time range.
4. Click ADD. Request will be pending until approved or denied.

Transactions Tab

Ordering Cookies
1. Click ADD A TRANSACTION
2. Enter pending order to the Cookie Cupboard.
3. Click SAVE to save your information.

Troop-to-Troop transfer:
1. Follow Step 1 above.
2. Select “troop” as the 2nd party and enter the troop number.
3. Click Save.

Extra Cookies? Need Cookies?
If you have cookies leftover after all your booth sales, need cookies to fulfill Goal Getter orders or your GOC needs, here is a new tab to help you!

Cookie Exchange Tab: New!
This tab helps troops within their Service Unit know about extra cookies they have.

Step 1. Click on “Cookie Exchange”

If you have extra cookies, follow these steps:
- Fill in the number of boxes you have of each variety and click SUBMIT.
- There is a list of varieties on the screen with a down arrow by each.

If you need more cookies, follow these steps:
- Click on the down arrow to see the troop(s) that has that variety available.
- Contact the troop you want to get cookies from.

To complete either transaction, follow these steps:
- The troop with the cookies will then do a “troop-to-troop” transaction under their “Transaction” tab.
- If you transfer cookies to another troop, remember to update the number of cookies your troop has available.
Initial Order

Initial Order Tab
1. Click each girl’s name; go to bottom of screen, click in the highlighted fields to begin entry.
2. Press the Tab key to navigate fields and enter the girl’s total cookies order in packages by variety.
3. Click OK button to save change for girl.
4. Repeat for each girl.
5. Optional, if you need to order booth cookies to come on the truck: BOOTH – Click BOOTH at the bottom of screen, click in the highlighted fields to begin entry. Press the Tab key to enter in boxes and variety number of cookies for booth sales. Click OK to save changes.
6. OTHER—DO NOT USE
7. SAVE the page.
8. Carefully review the totals at the bottom; if correct click SUBMIT ORDER. Remember, you cannot change the Initial Order after it has been submitted. Contact your Service Unit Cookie Chair or the council product sales staff to make changes.
9. Click PRINTABLE VERSION to print a copy for your records.

Delivery Tab
Your Service Unit will advise when this tab is open.
1. Select time slot
2. Click SUBMIT MY INFO
3. Click PRINT to print a confirmation form

Rewards Tab
(eBudde calculates automatically)
1. Click FILL OUT next to Initial Rewards Order.
2. Click on individual girls’ names to review Girl Reward Orders.
3. Enter or review total rewards earned.
4. Click SUBMIT REWARD ORDER to submit your total order.

Booth Options/Time Frames

March Booths: 3/8—3/24
Use the “2018 Pre-season” option in the dropdown menu at the top of the eBudde screen for March Booth activity.
- Council-arranged mall/store and MTA location sign-ups will be in eBudde opening 1/27.
  - 1st week: limit of one (1) council mall/store spot, plus one (1) MTA spot
- Cookies must be pre-ordered in eBudde by 2/12.
- Find your own location and enter into eBudde on Booth tab, choose “My Sales”
- Maximum 4 booths for March Booth period
- 30 case limit per booth
- NEW—Order separately for each booth sale (only orders for booths 3/8-3/12 can be picked up prior to 3/13 due to cupboard space constraints.)

Regular Booths: 4/5—5/12
- Order cookies through eBudde 5 days prior to pickup to ensure availability
- Mall sites sign up in eBudde—date TBA, troops will be notified via eBudde
- No limit on number of cases
- Find your own location; enter into eBudde on Booth tab, choose “My Sales”

Booths give the troop a boost—selling more cookies and earning more profits!
Go for BOLD! Booth Tips

Your booth

- **Draw attention!** Get balloons, bring a tablecloth, make posters to dress up the table. Most sites, except malls, do not supply a table or tablecloth. Be sure to bring your own.
- Create a **collection box** for donations to Operation Cookie Drop or your troop Gift of Caring recipient. Make a sign about the effort.
- **Have change!** $50 is recommended, mainly in singles.
- **Bring plastic or paper bags:** make it easy for everyone to purchase more than one box.

The girls

- **Be Girl Scout proud:** Wear Girl Scout uniforms. Adults should identify themselves with a Girl Scout shirt, scarf, tab and pin, etc.
- If outside, **dress for the weather.**
- 2 adults with 2 or 3 girls at a time works best. Girls can take shifts and rotate.
- If girls need to use the bathroom, an adult should accompany them. Always have at least 1 girl at the booth.
- Safety first: Girls must stay at the table - not roam around - especially at a mall. At a train station, girls are not permitted near the tracks.
- Girls usually get creative at a sale. Sometimes they sing and dance, but this is not permitted at mall sites.
- Girls have had success telling customers traditional cookies are 5 for $20, specialty cookies are 4 for $20.

Be aware

- If you are going to a council-arranged booth be sure to learn and follow the rules that apply to that specific location.
- Remember that "Girl Scouts leave a place better than they found it." Clean up after your sale; remove trash.

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**Getting Started**

When accessing eBudde™ for the first time this season:

1. You will receive a welcome email with a **LOGIN** link.
2. Click on the **LOGIN** link within the email.
3. On the **PASSWORD** screen, set up your new password and **confirm**.
4. At the **PROFILE** screen, enter the new password you set up in Step 3. Review/enter all additional information.
5. Select **eBudde**.

**Contacts Tab**

1. Review information; click **EDIT** to make any necessary changes.

**Settings Tab**

1. If you have more than one troop, select the specific troop whose information you want to edit from the list to the left of your screen.
2. Edit the troop information: update the level if necessary; set goal in packages.
3. Click **UPDATE** to accept all changes.

**Girls Tab**

1. Review list of girls. If you are missing girls in your troop, contact Customer Care at customercare@girlscoutshh.org with this information:
   - Girl’s first and last name
   - Parent’s email
   - Troop number
   - Parent’s first and last name
Bank Account Information

- To participate in the Cookie Program, every troop must provide a signed *ACH Authorization Form*, available on the website, for Debit/Credit to Finance by 3/8.
- Changed your bank account? If you have changed your bank account in the past year, you must complete a new *ACH Authorization Form* by 3/8 and submit to Customer Care at customercare@girlscoutshh.org.

Money Matters

Extensions and Discrepancies: If there are not enough funds in the troop’s bank account to cover the ACH on 5/3 or on 5/17, the troop must complete and submit the *ACH Extension and Discrepancy Form* to councilfinance@girlscoutshh.org, two (2) days prior to the ACH Sweep.

Bounced checks: If a troop receives a check that bounces after deposit into the troop account, the troop must submit the *ACH Extension and Discrepancy Form* indicating that their ACH withdrawal should be adjusted. A copy of the bank notice and NSF check must also be submitted with the form. The amount to be withdrawn from the troop bank account will be adjusted for the amount of the NSF check, as well as any bank fees.

ACH Sweep

5/3 1st ACH Sweep for Cookie Program
1/3 of Initial Order and all cupboard orders placed through 4/27/2019

Deadline for ACH Extension and Discrepancy Form is Wednesday, 5/1.

5/17 2nd ACH Sweep for Cookie Program
1/2 of remaining balance of Initial Order & all cupboard orders through 5/11/2019

Deadline to submit ACH Extension and Discrepancy Form Wednesday, 5/15.

5/31 Final ACH Sweep for Cookie Program, includes any remaining balances owed to council. No extensions will be accepted.

Gift of Caring/Cookie Donations

The Gift of Caring program (GOC) encourages girls to ask customers to purchase cookies for donation to charity, or for the Armed Forces. There are 2 options for this program:

1. **Operation Cookie Drop**

   Started in 2002, Operation Cookie Drop is our council-wide Gift of Caring (GOC) to send donated cookies to our troops overseas, in hospitals and in veteran’s homes.

   Last year, 107,000 boxes were donated and delivered to soldiers around the world and around our council!

   **How can we be part of it?**

   On the Order card, customers mark the number of boxes they want to donate in the first column of the order card.

   In eBudde, enter the number of boxes donated in the first column, “OpDrp”.

   Cookies are virtual, and will not be delivered to the Girl Scout troop.

   At cookie booths, set up a box and ask for donations.

   Attend our load-in event in June.

2. **Troop Gift of Caring**

   Troops may want to donate to a specific local recipient: food pantry, hometown heroes, shelter, etc. or bring Operation Cookie Drop boxes to the load-in event.

   - Troops order cookies in the GOC column. The GOC column doesn’t actually order cookies, but totals the donations so the troop can use extras from cases to fill the order.

     *If the total GOC boxes exceeds the number of extras, the troop will need to get more cookies.*
Cookie Delivery

- Cookies are delivered to the Service Unit at a designated location, date, and time.
- Delivery date is scheduled after the GSHH order is placed. Delivery will be a date between 4/6—4/14.
- You will be notified when delivery sign-up is available in eBudde.
- Count, count, count cases at pickup. Be sure you have what you ordered before you leave the site.

Cookies by the Carload

Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts assume the car will be empty except for the driver and uses all space except the driver’s seat.

Safety Note: Avoid carrying cookie cases and children in the passenger area of a vehicle at the same time.

<table>
<thead>
<tr>
<th>Car Type</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compact car</td>
<td>25</td>
</tr>
<tr>
<td>Hatchback car</td>
<td>30</td>
</tr>
<tr>
<td>Mid-size sedan</td>
<td>35</td>
</tr>
<tr>
<td>Sport utility vehicle</td>
<td>60</td>
</tr>
<tr>
<td>Station wagon</td>
<td>75</td>
</tr>
<tr>
<td>Pick-up truck (full bed)</td>
<td>100</td>
</tr>
<tr>
<td>Cargo van (seats in)</td>
<td>200</td>
</tr>
</tbody>
</table>

Doing the Math!

$4 per box for Traditional Varieties:
- Tagalongs
- Samoas
- Thin Mints
- Savannah Smiles
- Trefoils
- Do-Si-Dos

$5 per box for Specialty Ingredient Varieties:
- Toffee Tastics- Gluten Free Cookie
- S’mores- Made with natural flavors

How does the money work?

- Troop profit is 70 cents per box.
- If the PGA (Per Girl Average) for a troop’s Initial Order is 110 boxes or above, the troop earns 5 cents more for every box sold throughout the sale (75 cents per box).
- Customers pay their cookie sellers and troop deposits into the troop account. Checks should be written to the troop.
- Council proceeds (“Amount due Council” in eBudde) are swept from troop bank accounts via an ACH transaction.
- Troops must have a bank account set up through GSHH, and provide authorization for council debits for cookies.
- Digital Cookie® payments are shown as credits to the troop on the Sales Report, and reflected in “Amount Due Council.”
- Council must be notified about delinquent payments from families so we can help meet obligations. If a girl/parent/guardian has an outstanding balance due to the troop as of 5/24, complete and submit the Outstanding Cookie Balance Form to Council Finance (councilfinance@girlscoutshh.org). The amount to be withdrawn from the troop account will be adjusted for the uncollected amount. Do not pay from the troop treasury.