

2023–2024 Girl Scout Cookie Program[®]

Troop Cookie Manager Manual





Table of Contents

- 2 From our CEO
- 3 Who Is Your Support
- 4 Own Your Magic
- 5 2023-2024 Girl Scout Cookies
- 6 Why Participate
- 7 Inspire Cookie Entrepreneurs
- 8 Cookie Consultant & Family Expectations
- 9 Setting Your Troop Up for Success
- 10 Girl Safety
- 11 The Girl Scout Cookie Program in Action
- 12 Volunteer Action Plan
- 13 Processes & Procedures
- 14 Inventory Management
- 15 Financial Responsibility & Documentation
- 16 Collecting Payments
- 17 Paying Your Troop's Cookie Bill
- 18 Calculating Your Troop's Initial Order
- 19 Cookie Pickup
- 20 eBudde™ Basics
- 22 Digital Cookie
- 24 Booth Sale Basics
- 26 Resources at a Glance
- 27 Frequently Asked Questions
- 28 Glossary

Important 2024 Cookie Program Dates

Friday, December 22
Cookie Rally Shirt & Patch Orders Due

Friday, January 5, 11:59pm
Troop Initial Order Due

Monday, January 8
Service Unit Initial Order Due

Saturday, January 20
Digital Cookie Turns On

January 21-31
Delivery for out of area SUs

Saturday, January 27
Cookie Warehouse Pickup

Saturday, January 27
Cookie Sales Officially START

Monday, January 29
Special Accommodations Council Cookie Pickup

Tuesday, January 30
Council Cupboard Opens

Wednesday, January 31
1st Online Booth Selection

Friday, February 2
2nd Online Booth Selection

Monday, February 5
3rd Online Booth Selection

Thursday, February 8
Booth Selection Opens Fully

Wednesday, February 14
Last Day for Initial Order Exchanges>Returns

Friday, February 16
Booth Sales Begin

February 20-23
ACH #1 (half of troop initial order with Digital
Cookie payments deducted)

March 13-18
ACH #2 (half of remaining balance)

April 10-15
ACH #3 Final Balance Due

Sunday, March 24
Booths and Overall Cookie Program End

Thursday, March 28
Rewards Entered by Troop Leaders Due

Wednesday, May 1
Parent Debt Reports Due

Wednesday, May 1
Troop Cookie Deposits Finalized

*This timeline is subject to change and all updates will be
communicated through eBudde.*



FROM OUR CEO

Dear Cookie Enthusiast

Welcome to the world of deliciousness, adventure, and entrepreneurship!

You hold in your hands the official Girl Scout Cookie Manual, your guide to all things cookies. We are thrilled that you are a part of this amazing tradition, and we can't wait to see the impact you'll help girls make in their communities.

Inside these pages, you'll find everything you need to know about our cookie program, from calculating your Troop's initial order, to wrapping up your finances—and everything in between. More than just tasty treats, Girl Scout Cookies represent teamwork, leadership, and empowerment. By participating in this program, you are helping girls develop essential life skills that will serve them well beyond their cookie-selling years.

In the spirit of our Girl Scout Promise, these cookies empower girls to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and so much more. Your dedication to the cause, your willingness to help girls learn, and your ability to work alongside them make you a true force for good in the world.

So, whether this is your first cookie season, or you're a seasoned pro, let this manual be your trusty companion on this exciting journey. Help girls set up their cookie business, aim for big goals, and most importantly, have fun. Your Girl Scout Cookie adventure is about to begin!

Thank you for being a part of the Girl Scout community, and for making the world a sweeter place, one cookie at a time. On behalf of Girl Scouts everywhere, we thank you for your volunteerism and commitment to girls in our community!

Yours in Girl Scouting,



JANIENCE BELLA, CEO



Who Is Your Support

JANIENCE BELLA

Janienne Bella is the CEO of Girl Scouts Western Oklahoma. She's here to cheer girls on and make sure the community knows it's COOKIE TIME. Her favorite part of the program is talking to girls about their goals.



CARRIE DAVIS

Carrie Davis is a Product Program Specialist, and this is her 4th cookie season. Carrie is ready to assist you with anything you may need, from help with the Digital Cookie platform, to picking up additional cookies, and everything in-between—all while making sure girls have fun.



KATHY THOMPSON

Kathy Thompson is the Senior Manager of the Product Program and Retail Departments. She's been a member of the GSWESTOK council for 17 years and has extensive experience with the Cookie Program. Kathy is eager to work with girls to help them have a fun and magical experience from the first package sold to the last package delivered. Her favorite part of the Cookie Program is seeing all the wonderfully creative cookie booths and excited Girl Scouts throughout the council service area.



KYNDALL LEWIS

Kyndall is a Product Program Specialist and she's excited to dive into her second cookie season. She brings a fresh perspective and new ideas to help you in your cookie-selling initiatives. Kyndall is looking forward to supporting girls with their cookie goals just like she was supported when she was a Girl Scout!



MEMBERSHIP SUPPORT TEAM

The membership support team is here to help troops during cookie season and throughout the entire year. If you're a new troop, have no fear: Gaye Jean Allen, our New Troop Support Specialist, is ready to assist. Gaye Jean has been with the council for over 10 years and is a great resource for troops that are embarking on their first cookie season.

CUSTOMER CARE TEAM

Your Customer Care team is eager to assist you during the cookie season. They can help you with basic questions about the sale, eBudde, and the Digital Cookie app. They can help you or your troop caregivers gain access to Digital Cookie and reset passwords for the app. If they don't have the answer you're looking for,

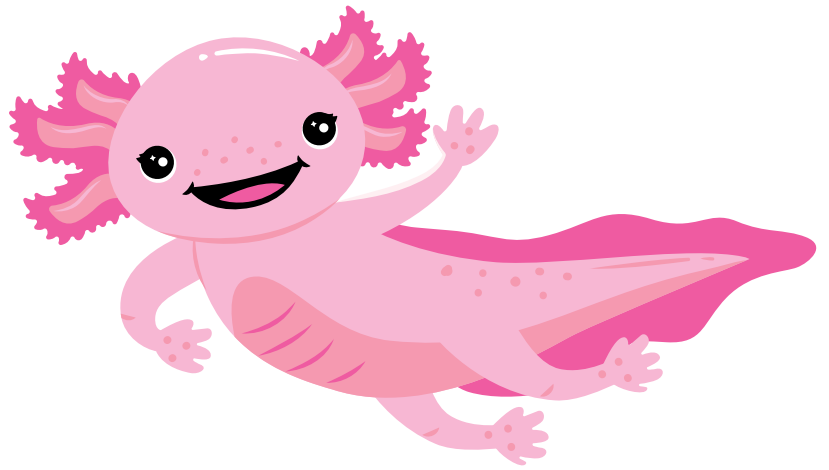
they can get you connected with the right person at the council to assist you. They're just a phone call or an email away: 405-528-4475 or info@gswestok.org.

RETAIL TEAM

Your Council Retail Team is excited to assist you during cookie season. They can help you with all the essentials of a successful cookie business like tablecloths, money bags and yard signs, and they also offer a variety of cookie-themed promotional items like cookie carts, car magnets, and window stickers. They even have top-of-the-line cookie-themed apparel to help you show off your Cookie Boss pride. The Retail Team looks forward to seeing you when you come to spend your hard-earned cookie reward money at the council retail shop or at one of the camp Trading posts.



OWN YOUR magic



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

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.





2023-2024 Girl Scout Cookies®

All 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 \$____
 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 \$____
 Approximately 12 cookies per 6.2 oz. pkg.
 Ⓢ Ⓛ



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe \$____
 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 \$____
 Approximately 20 cookies per 8 oz. pkg.
 Ⓢ Ⓛ



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes \$____
 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 \$____
 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 \$____
 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 \$____
 Approximately 16 cookies per 8.5 oz. pkg.
 Ⓢ Ⓛ



Toffee-tastic® • No Artificial Flavors

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits \$____
 Approximately 14 cookies per 6.7 oz. pkg.
 Ⓢ Ⓛ



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ACCEPTED



Why Participate?

THE GIRL SCOUT LEADERSHIP EXPERIENCE

The Cookie Program provides a robust, hands-on leadership experience for girls, and here are some highlights of how the program helps girls learn business the Girl Scout way:

GIRL-LED

Girl Scouts take the lead on their budget, overall business plans, and marketing techniques.

COOPERATIVE LEARNING

Girl Scouts work together to set their goals, manage their business, and overcome hurdles, as well as determine how to spend their earnings.

LEARNING BY DOING

Real-life, hands-on activities help girls see how their experiences as cookie entrepreneurs can translate to their own future career or business.

5 SKILLS

The Cookie Program focuses on five core skills that benefit girls for a lifetime:

1 GOAL SETTING

Girls set cookie sales goals and, with their team, create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job, and in life.

2 DECISION MAKING

Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives every day, and learning this skill helps them make good one.

3 MONEY MANAGEMENT

Girls develop a budget, take cookie orders, and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance, to (someday) their paycheck.

4 PEOPLE SKILLS

Girls learn how to talk and listen to customers, as well as how to work as a team with other girls. This matters because it helps them do better in school on group projects, on sports teams, and on the playground, as well as later in life on their job.

5 BUSINESS ETHICS

Girls act honestly and responsibly during every step of the Cookie Program. This matters because future employers want to hire ethical employees and the world needs ethical leaders of high integrity in every field.

By participating in the annual Girl Scout Cookie Program, girls learn the five skills and help support their troop and council. Funds earned will support your troop's goals and activities throughout the year. Girl Scouts Western Oklahoma (GSWESTOK) uses the funds from the cookie sale to:

Provide financial assistance to girls.

Maintain council properties such as camps.

Provide amazing programs with affordable fees.

Support, train and assist volunteers to deliver programs to girls.

Inspire Cookie Entrepreneurs



HOW THE COOKIE CRUMBLES



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)!



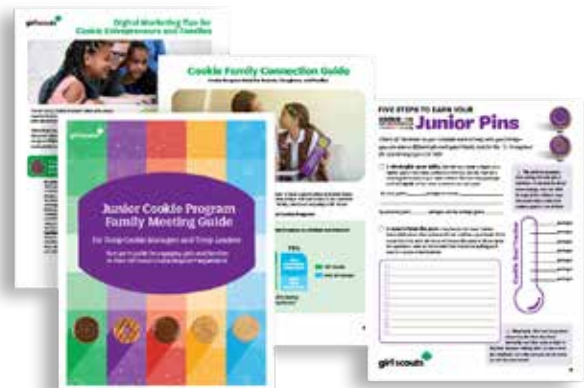
GETTING FAMILIES INVOLVED

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**

Troop PGA	Proceeds Per Package
1-380	\$1.00
381-430	\$1.05
431+	\$1.10



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Cookie Consultant & Family Expectations



PURPOSE OF COOKIE CONSULTANT POSITION

To provide leadership and management to the troop throughout the Cookie Program season.

COOKIE CONSULTANT REQUIREMENTS

Be a current member of Girl Scouts of the USA.

Have a clear background check on file with GSWESTOK.

Complete required training & agreement for the position.

COOKIE CONSULTANT RESPONSIBILITIES

Works with girls, caregivers, SU Cookie Consultant and Council Staff.

Communicates regularly with troop leadership and caregivers on Cookie Program updates.

Trains the girls and adults in the troop/group regarding the Cookie Program.

Ensure that participating girls are registered and complete caregiver permission form.

Maintains accurate records in the online tracking systems with respect to product sales training, money, etc.

Safeguards all monies collected.

Orders & verifies that all cookies are ordered through eBudde, exchanged with another troop, picked up at delivery or from a cookie cupboard. Be sure to always complete a receipt at the time of transaction.

Picks up and distributes cookies to participating girls, ensures that receipts are signed by the caregiver of the same girls.

Regularly collects and deposits cookie money from girls into troop bank account and enters deposits into eBudde.

Anytime cookies or money are exchanged, make sure that a receipt is written, dated, and signed by both parties. Always complete a receipt.

Meets all paperwork and bank deposit deadlines.

Compiles troop sales reports and enters cookie rewards in eBudde.

Participates in the council Cookie Program evaluation process.

Promptly picks up and distributes rewards within two weeks of receiving them from the Service Unit Cookie Consultant to participating girls.

Follows GSWESTOK policies.

RESPONSIBILITY OF EACH FAMILY

Complete family permission form.

All cookies ordered and picked up for their Girl Scout.

All monies collected from customers for the purchase of cookies. Families must turn in all payments to the troop consultant by set deadlines. All checks should be written to Girl Scout Troop #____.

Keeping cookies in a sanitary and climate-controlled area.

The family is responsible for payment of all cookies checked out, regardless of if they sold or not.

Setting Your Troop Up for Success

ATTEND COOKIE TRAINING

Attend a virtual or in-person training hosted by your Service Unit Cookie Consultant or Council staff.

COMPLETE PREWORK

Complete your Troop Cookie Consultant Appointment Agreement and Booth Sale Guidelines by December 31 by 11:59 p.m. It will be available on the council website. Discuss and set troop and individual girl goals. Submit initial order in eBudde by January 5 by 11:59 p.m.

For the OKC metro area after submitting the order you must choose a time to pick up on Saturday January 27. All other areas, choose delivery pickup time by scheduled date. Watch eBudde messages for delivery dates and times once the schedule is completed. An alternate date for council pickup will be set for special exceptions only and will have a limit of 60 cases. See page 19 for cookie warehouse details.

GET GIRLS EXCITED ABOUT THE COOKIE PROGRAM

Brainstorm ideas of where the girls can sell cookies beyond friends and family, and booth sales. Work on badges using Digital Cookie®. Cover safety rules. Build excitement for a successful cookie season!

Attend a Cookie Rally to help engage your girls in the Cookie Program and help them learn through fun and exciting activities that will help their cookie season be a success.

PLAN A FAMILY MEETING

See the Family Meeting section for what to include in a family meeting. Family participation is very important throughout the Cookie Program. Discuss the details: the purpose of the sale, give contact information, the price of cookies and instructions for selling and money collection.



VERIFY TROOP INFORMATION

Only registered girls may sell cookies and receive rewards. Girls are uploaded into eBudde when they are registered. Register early to avoid delay in a girl appearing in the “Girls” tab. Report any errors to info@gswestok.org or contact your Membership Support Specialist.

FINANCIAL PREPARATION

Make sure you have the correct signers on troop accounts and those who need access have it. ALL cookie money must be deposited into the troop account. It is illegal to “borrow” cookie money for personal use even if you plan to pay it back later.

COMPLETED AND APPROVED YEAR-END FINANCIALS.

All monies collected must be deposited in the troop bank account no later than May 1, 2024.



Girl Safety

Show You're a Girl Scout. Wear the Girl Scout membership pin and/or Girl Scout clothing/uniform to identify you are a Girl Scout.

Buddy Up! Always use the buddy system. It's not just safe, it's more fun. Be Streetwise. Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies®.

Partner With Adults. At least two registered and approved volunteers should be present at every troop cookie booth sale. Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are selling or delivering cookies door-to-door.

Plan Ahead. Always have a plan for safeguarding money. Avoid walking around with large amounts of it or keeping it at home or school. Do not leave money unattended. Give proceeds to supervising volunteers to deposit into your troop account as soon as possible. Sell only during daylight hours unless accompanied by an adult.

Do Not Enter. Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.

Protect Privacy. Girls' names, addresses, email addresses or any information should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information.

Be Safe on The Road. Always follow safe pedestrian practices especially when crossing at intersections or walking along roadways. Be aware of traffic and passengers from vehicles. Girls should never sell cookies in medians, sell near traffic or approach vehicles without an adult.

Be Net-Wise. Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.

Social Media Guidelines



Girls may use the Internet to share their Cookie Program sales links, stories, and learnings with the following guidelines:

Girl sales links should never be posted to online resale or garage sale sites even if it is a closed/private group such as Craig's List, eBay, Facebook Marketplace, or any sites or social media platforms of this nature.

Girls may utilize personal social media pages, Ring apps, Next Door, neighborhood platforms, and city/town informational groups to post girl links to as long as the girl lives in the posting area.

The Girl Scout Cookie Program is a girl-led program, and online marketing and sales efforts should always be led by a girl while also being supervised by her caregiver.

Girls engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families to their strategies.

Girls, volunteers, and caregivers must review and adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie® Pledge, the Supplemental Safety Tips for Online Marketing, and the Girl Scouts Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).

Girls and Caregivers must adhere to all terms and conditions on Digital Cookie® platforms. Links can be posted to personal social media accounts if you adhere to the guidelines, terms, and conditions. For copies of terms and conditions, please contact GSUSA or Little Brownie Bakery.

GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if the sales and marketing activity goes viral and otherwise creates unanticipated disruption.

Caregivers, girls, and volunteers should contact and collaborate with their councils and GSUSA in advance on any national news and local media opportunities tied to girls online marketing and sales efforts.

The Girl Scout Cookie Program in Action

Participating in the cookie program empowers Girl Scouts' adventures throughout the year as they learn key skills to excel in future careers and in life. Through using different sales methods, Girl Scouts gain people skills, learn to set goals, make smart decisions, and more. Girl Scouts, like all entrepreneurs, are always coming up with new and innovative ways to reach additional customers and market their businesses.

These are some of the ways they participate in the Girl Scout Cookie Program with support from caring adults.



Phone or Text Friends and Family



First-time cookie sellers can text or phone friends and family as they become comfortable connecting with cookie customers. For a seasoned cookie seller with limited free time, this option has maximum flexibility.

Door-to-Door



Door-to-door sales are the perfect way for Girl Scouts to hone their sales pitch. 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).

Community Connections



Girl Scouts team up with their caregivers to sell cookies to their employees and coworkers and in 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!

Cookie Stands



Cookie stands, similar to lemonade stands, are set up in front of a residence on private property where Girl Scouts can market their cookies to customers in their neighborhood.

Digital Cookie



Girl Scouts learn about digital marketing with the Digital Cookie® platform. They can ship cookies straight to customers, accept orders for cookie donations, or have local customers schedule an in-person delivery. Girl Scouts can also learn about online safety.

Cookie Booths



This option has maximum customer interaction and teamwork. 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 to, and safe for all Girl Scouts and potential customers.)

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 Contacts

Key Dates

eBudde™ Sign-Up Info

Key Actions

Inventory Management

Inventory management is key to a successful Cookie Program. Service Unit Cookie Consultants have experience in this area and are happy to help troops navigate throughout the sale.

The Troop Cookie Consultant and Troop Leader should agree on a plan for how cookies will be distributed to the girls. We recommend you seek a sales goal from the girl and her caregiver. Once the money for those initial cookies has been turned in, the girl/caregiver may be given more inventory to sell.

Explain the procedure to girls and caregivers to alleviate confusion and create accountability. We strongly encourage that you do not check out additional cookies to a caregiver until funds have been turned in for their previous check-out of cookies.

Each troop will be provided with cookie receipt books that must be used to track cookie and money transactions within the troop. They are carbon copied so that both the Troop Cookie Consultant and the caregiver can retain a copy. This paper trail is very important and is for the protection of everyone involved.

Receipts with signatures are required for all cookie checkouts and/or returns along with all money transactions.

On every receipt, include cookie variety, how many packages of each, troop number, date, the signature of the adult accepting the cookies or money, as well as the person giving the cookies or money.

Both parties should count the cookies and money together.

The troops should keep the white copy of the receipt and give the yellow copy to the caregiver.

Keep all copies of all receipts, including starting inventory order, cupboard, and troop transactions.

Encourage caregivers to keep a copy of all receipts for their use for at least one year.

Update eBudde frequently.

RETURN POLICY

There is a No Return Policy on all cookies. (With one exception. See note on initial troop order cookies on page 18). Troops and caregivers who sign for cookies assume financial liability for the cookies and cannot return them to the troop or to the cupboards/council. If a package is damaged, it can be replaced at any cookie cupboard.

SUGGESTION/TIP

Keep a digital record of transactions using a spreadsheet. This can serve as a backup to the paper copies and be accessible to those who might need it. For example, if the Troop Treasurer is out of town, but a caregiver asks about a transaction, a troop leader can assist.



Financial Responsibility & Documentation



The Girl Scout Cookie Program is designed to be a positive learning experience for girls and adults, and in keeping with their responsibilities under the Girl Scout Law, including “to be honest and fair.” As part of this responsibility, a Girl Scout’s caregiver grants permission to volunteers to handle funds and are accountable for forwarding payment from the sale of products to the troop. Troops may NOT ask caregivers to pay for cookies before they are sold or at the time of pick up. Girl Scouts Western Oklahoma reserves the right to use available alternatives to ensure proper collection of funds.

RECEIPTS

Receipts should be given for every cookie and money transaction. Caregivers should keep a copy of all signed receipts for their records for one year. (Yellow for caregiver, white for troop). Troop number, girl name, caregiver signature, and signature of the person who distributed the cookies are required for receipts. Girls may check out up to nine cases (\$648) at a time. Money should be turned in before more cookies are checked out. If troops choose to check out more than nine cases at a time (\$648) to a girl, the troop will be held responsible for anything over the nine cases if the girl/caregiver fails to pay.

Council is not responsible if a troop checks out more than 9 cases (\$648) to a girl and does not collect payment.

IMPORTANT NOTE

Following these structured financial processes will streamline and simplify the process for the troop Year-End Financials which are due on June 30 every year. Troops that do not meet this deadline will not be able to participate in the Fall Product Program until the Year-End Financials are finalized.



Take time to receipt accurately!



Collecting Payments

TROOP BANKING

Every troop should have an active troop bank account.

All troops should have a completed Checks, Inc. form on file before the start of the cookie sale, January 20, 2024.

A new form must be submitted if the account is new or any of the account signers have changed.

All payments collected during the Cookie Program should be deposited into the troop account regularly and final deposits completed by May 1.

HANDLING BAD CHECKS

The most common money issue during the cookie sale is NSF Checks (a deposited check which has not cleared the bank). This is why we use Checks, Inc. Checks, Inc. is a fee recovery service to aid in the collection of bounced checks to a troop or group account.

Reimbursement from Checks, Inc. is not automatic, funds must be collected by Checks, Inc. before they are returned to the troop. Checks, Inc. may contact the volunteer on record for the troop to see if you have more information, especially if there is no phone number on the check. If a payment is made to the troop on a bounced check, it is the volunteer's responsibility to contact Checks, Inc. Otherwise, the collections will continue.

HANDLING COOKIE PAYMENTS

All payment collected from the sale of cookies should be deposited into the troop account within 48 hours of receipt. This includes both cash and checks.

We strongly encourage deposits of all funds collected from families and booth sales in a timely manner. DO NOT keep large sums of money in homes or vehicles. You are still responsible for this money.

Cookie money should never be deposited into a personal bank account.

Cookie payments by check are strongly discouraged. If a check is accepted, it should be written to "Girl

Scouts Troop ____" (your troop number). All checks must be deposited within 30 days of receipt to adhere to state guidelines. Driver's license or State ID number is required on all checks.

Any checks deposited after 30 days returned for insufficient funds will become the troop's responsibility.

Caregivers should not use Digital Cookie or digital payment platforms to pay for cookie money owed to troop in place of giving cash and checks to the troop leader. This reflects on council digital participation and commonly causes errors and could result in fees to the troop.

Do what you can to avoid bad checks by not accepting counter checks and/or checks with no personal information printed on them. It is good practice to get a phone number for all checks.

For cash change at booth sales, DO NOT use an ATM or make a cash withdrawal. A best practice is to write the check to another signer with the memo line "cookie booth petty cash". When deposited back into the account, use a separate deposit slip to show the money going back into the account for the same amount as the petty cash withdrawal.

Use troop or bank deposit slip. Deposit all money into troop account listing troop and SU numbers on the deposit slips. Troops keep copies of their deposit for troop records.

Invest in a Counterfeit Bill Detector Pen for use on bills \$20 and larger at booth sales.

GSWESTOK does not reimburse for counterfeit bills.

USING PAYMENT APPS

The use of payment apps outside of Digital Cookie is strongly discouraged. While it may be more of a convenience to use an app like Square, Cash App, Venmo etc., is not a recommended practice. Year-End Reporting obligations, platform fees, and potential tax liabilities could result in a loss of proceeds to your Troop. It is the troop's responsibility when fees and expenses of this nature are incurred.



Paying Your Troop's Cookie Bill

GSWESTOK will use an Automated Clearing House (ACH) transaction to remove the specified amount directly from the troop account and deposit it into the council account.

This year the council will withdraw cookie payments by ACH three times, but troops should make weekly deposits.

ACH amounts will be uploaded into your "Payments" tab in eBudde 3-5 business days BEFORE the ACH is scheduled. Please let the Product Program department know by sending e-mail directly to info@gswestok.org at least 2 days before the ACH deadline if the amount posted is incorrect or if you are unable to make the full payment. Title your email ACH Cookie Request. Call if you do not receive a response within two business days.

Bank charges for insufficient funds will be the responsibility of the troop unless the troop has sent in writing an adjusted ACH amount at least 48 hours before ACH deadline or the charge is the result of council staff error.

A caregiver MUST sign and receive a yellow copy of every receipt. Girls must turn in money weekly to receive more cookies.

If a troop misses or adjusts an ACH payment the troop must have paid at least 75% of the original ACH amount before checking out additional cookies from any cupboard.

February 20-23: ACH #1 (half of troop initial order with Digital Cookie payments deducted)

March 13-18: ACH #2 (half of remaining balance)

April 10-15: ACH #3 Final Balance Due

TROUBLE COLLECTING MONEY FROM A CAREGIVER?

If a troop is unable to collect money from a caregiver, the Troop Cookie Consultant should gather all receipts associated with the caregiver and keep a record of all communication. Continue attempts to collect with caregiver until a Caregiver Debit Report has been filled out. The report will be emailed through eBudde after the Final ACH has been completed. The report must be returned to the Product Sales office by the deadline given in the email. Upon collection, Troops will be refunded up to nine cases per girl with completed receipts, forms, original documentation submitted and completed Cookie Seller agreement permission slip. There will be a 15% administrative fee set by the council upon collection.





Calculating Your Troop's Initial Order



HOW TO PLACE YOUR TROOP'S INITIAL ORDER

You will use eBudde to place your initial order. The initial order is due in eBudde Friday, January 5, 2024, by 11:59 p.m.

Initial Order Tab

Choose the "Initial Order" tab.

Enter the number of packages you wish to order IN THE "OTHER" COLUMN for each variety. (There are 12 packages per case of cookies. Cookies must be ordered in multiples of 12.)

Do not enter cookies next to individual girls' names while doing your troop's initial order. You'll be able to allocate cookies to the girls who sell/pay for them AFTER the initial order is delivered.

When you reviewed your initial order, click "Submit Order."

You cannot make changes after this. IF you need to change or add to your order after you've submitted, contact your SU Cookie Consultant who can make changes by noon on Jan. 8.

Initial order cookies may be exchanged/returned until Wednesday, Feb. 14.

If your troop plans to return/exchange cookies from your initial order, you must contact us at info@gswestok.org first for approval before you can do so.

Troops can only return up to 10% of their initial order.

If a troop is returning/exchanging initial order cookies, they may not have checked out more of the same variety from any cupboard since receiving their initial order.

Cases must be unopened and undamaged.

Limited to availability of cupboard varieties.

AVERAGE SALES PER COOKIE VARIETY

Deciding how many packages to order 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®	26%
Samoas®	19%
Tagalongs®	14%
Trefoils®	8%
Do-si-dos®	8%
Lemon-Ups®	7%
Adventurefuls®	9%
Girl Scout S'mores®	6%
Toffee-tastic®	3%



*Data from 2022-2023 Girl Scout Cookie Season

Cookie Pickup

CHOOSING YOUR DELIVERY SITE

(Applies to OKC metro troops only)

Troops in the OKC metro area must choose one of the warehouse pickup times (Jan. 27) after submitting your initial order.

After you place your initial order, the system will prompt you to choose your delivery site/date.

On the “Delivery” tab, click who is picking up the order.

Enter item to click if you will be picking up for more than one troop.

Choose your delivery station.

Choose a time.

Click the “Submit My Information” button at the top of the page. The system will confirm your submission. You can click “View Confirmation” and print this page to bring with you to the pickup.

*An additional day for special circumstances will be available to pick up Initial Orders at the Council Cookie Cupboard on Jan. 29.

Delivery to areas outside of the OKC metro will be delivered between Jan. 25 - Feb. 2. Specific dates for each SU will be set by our delivery agent and communicated to Service Unit Cookie Consultants. You will receive an email notice from your SU Cookie Consultant or from eBudde when delivery dates and times have been scheduled for troops outside of the OKC metro.



ORDERING ADDITIONAL COOKIES FOR YOUR TROOP

There are Cookie Cupboards throughout your council that are prepared to assist in your troop getting additional cookies. You can place an order in eBudde with the cupboard closest to you. Please be sure to read all information provided as many of these locations are managed by volunteers and hours of availability may vary per cupboard.

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.

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.



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 videos!



DOC

Digital Order Card.

DOC DLVR

In-person delivery option. Will post payment only, the cookies will come out of the cookies the girl has checked out from the troop.

DOC SHIP

Customer shipped cookies. Cookies will appear in the other column and payment will be posted. Cookies will be shipped directly from the supplier.

DOC DON

Customer donated cookies. Cookies will appear in the Gift of Caring column and payment will be posted. Cookies will be donated from the council inventory.

DOC SHIP+

Customer shipped cookies and donated. Cookies will be shipped directly from the supplier.

DOC INHAND

Girl used Digital Cookie® app to collect credit card payment and hand the cookies directly to the customer, i.e., at a booth sale. Will post payment only, the cookies will come out of the cookies that a girl has checked out from her troop.



Digital Cookie[®]

VOLUNTEER REGISTRATION/LOGIN

Step 1: Watch for your registration email* from the Girl Scout Cookie Program (email@ email.girlscouts.org). Your council will let you know what date to expect it. You may receive your volunteer email before caregivers have access. Be sure to add that email address to your safe senders list so you don't miss any emails! *If you didn't receive a registration email, please see the "No Registration Email" tip sheet.

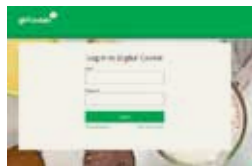


Step 2: In the email is a "Register Now" button to take you to the Digital Cookie registration site. Simply click that button! (For best results, use the most up to date version of your web browser)

Step 3: Once you click the link you'll be on the Digital Cookie platform, and you'll need to create your password.



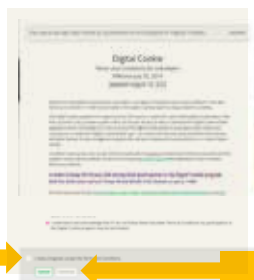
Step 4: Use your new password to log in. Remember to use the same email address where you received your registration email.



Step 5: If you are also the caregiver of a Girl Scout under 13 and caregiver registration is open, you will then watch a quick "Safe Selling for Smart Cookies" safety video. Note you can't proceed any further until you have viewed the video.



Step 6: Read and accept the Terms and Conditions-Volunteer. If you are also a caregiver, you will need to read and accept the Terms and Conditions for caregiver when caregiver access opens.

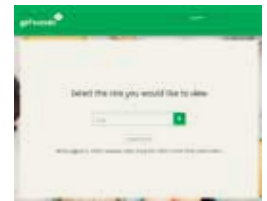


Accept → ← Continue

You will receive a registration confirmation email. Keep it somewhere handy during cookie season.

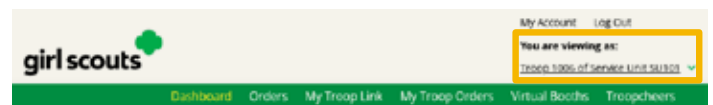
Step 7: If caregiver registration has opened in your council and you are also a caregiver of a Girl Scout under 13, you will see the girl pledge appear. If caregiver access has not opened, you will see it appear on your next login once caregiver access begins. See the "Site Registration" tip sheet for more information on the pledge.

Step 8: If you have roles in addition to Troop Volunteer, you will be taken to a "role selector" screen once caregiver access opens, which may be after your volunteer access. Once caregiver access has begun, if you have additional roles and aren't taken to this screen OR all of your roles do not show up on the drop down, please contact your Girl Scout council for assistance.



If caregiver access has not opened in your council, you will not see your Girl Scout's information or be able to access her site until it opens.

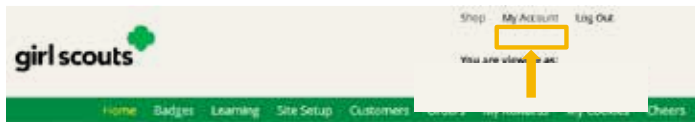
Step 9: For information on completing the girl registration process, please see the "Site Registration" tip sheet. Each time you login you can indicate what role you want in order to get to the correct homepage. You can also navigate to your other roles at the top of all of your screens by using the drop down.



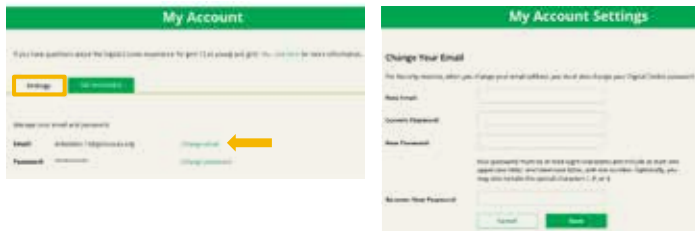
MY ACCOUNT TAB

Use this tab to update your email address or password, or girl information.

Step 1: While logged into Digital Cookie, click on the “My Account” at the top of the page.



Step 2: You can either change your email or password OR click on the “Girl Account(s)” to change the Girl Scout’s name or email address (if she is 13 or over).



Step 3: Clicking on the “Change email” link will give you a screen to update your email address.

Step 4: If you are also a troop or service unit volunteer, you cannot change your email address here. You will need to update your email address in your baker software instead.

Step 5: Clicking on the “Change Password” will give you the opportunity to update your password

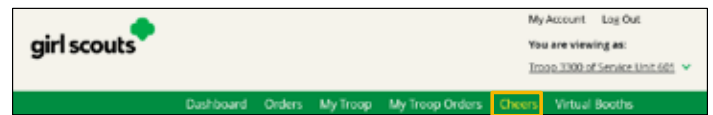
Step 6: Clicking on the “Girl Account(s)” tab will allow you to update the preferred first name and email address if the Girl Scout is 13 or over.



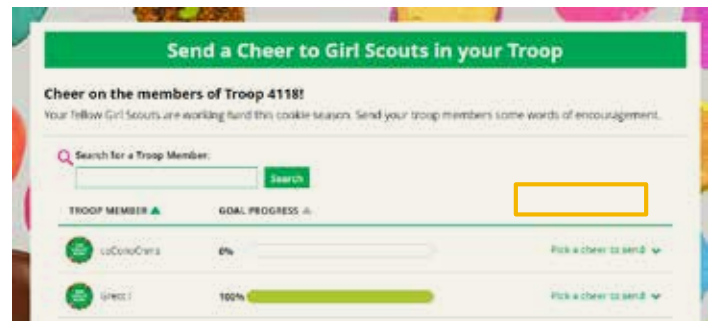
TROOP CHEERS

You can help inspire Girl Scouts in your troop by sending a cheer to celebrate their achievements or encourage them to keep reaching for their goals.

Step 1: Troop volunteers can “Send a Cheer” from the button on your homepage or the “Cheers” tab.



Step 2: In the Cheers module, you can see the Girl Scouts in your troop and the percentage of their sales towards their goal. You can then select the “Pick a cheer to send” drop down next to the name of the Girl Scout you wish to cheer.



Step 3: Volunteers will see a choice of .gif images and short messages you can send. As you select the message and image you will see a preview of the cheer and then can click “Send this Cheer.” The Girl Scout will then be able to see the Cheer on her dashboard. Girl Scouts are unable to send a Cheer back to volunteers or customers.



Digital Cookie 2024: Customer Shipped Order
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Booth Sale Basics

WAYS TO PARTICIPATE

Booths

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/troop leaders](https://girlscoutcookies.org/troop-leaders).

MySale

This is a booth that a troop secures with their own vendor. Troops cannot reach out to council sponsored booths. All MySales should be entered in eBudde for council approval a minimum of 3 business days before the booth takes place. Booth sales cannot take place before February 16.

Through the Cookie Program, girls have an opportunity to show the world that Girl Scouts are leaders in their communities, committed to always doing the right thing. When working cookie booths, girls are expected to conduct themselves in a positive and professional manner, always remembering they are guests at someone else's business. We ask that girls familiarize themselves with the points outlined below and commit to honoring this code of conduct.

BE PREPARED

Girls are required to be present at every booth sale. A minimum of two adults and two girls for a troop booth sale at one time. Three to five girls are recommended.

Have a cash box or money bag with approximately \$60 in change. Be sure to carry enough small bills such as 1s, 5s, & 10s. Do not go into the store to ask for change. Come prepared. Large bills and additional cash should be kept separate and secure with an adult.

All adults at booth sales must be registered and background checked volunteers, since they are handling money and will be around girls.



Count cookies and money before and after each booth sale and or shift. Be sure money balances and write a receipt. Keep track of who was at each booth sale.

If two adults switch in the middle of the booth sale, you should count and verify that the cookies and money balance.

For petty cash for booth sales, DO NOT use an ATM to make a cash withdrawal. It is best practice to write the check to another signer with the memo line "cookie booth petty cash". When deposited back into the account, use a separate deposit slip to show the money going back into the account.

Have nutritional information and ingredients handy to assist supporters.



BE RESPONSIBLE

Be on time for your booth. Do not arrive early and expect to set up while the other troop is conducting their booth sale.

Wear uniforms, Girl Scout t-shirts or Girl Scout pins – let everyone know who you are.

Girls and caregivers should only speak using positive statements.

Troops are guests at booth locations. If a store representative asks your troop to leave or move to another spot or to stop doing something, please do so. As a Council we work hard to secure Council booths and foster relationships with retailers. If the store representatives aren't respected, it could cause our Council to lose that booth location which impacts all troops. Please remind the girls and caregivers to adhere to a professional and kind manner.

BE A SISTER

If a troop cannot attend a booth, the booth must be released in eBudde. Troops that do not attend booths could result in loss of booth privileges for the remainder of the council scheduled booth sales.

All booths start on February 16. This includes council, MySale, and personal booths in a person's front yard.

Don't be a Cookie Grouch, your girl is watching you, and this is a great opportunity to lead by example.

BE RESPECTFUL

Do not stand in front of doorways or run to customers. Let them come to you and the girls. Instruct the girls on how to ask and what to say when the customer doesn't wish to buy any cookies from them. Suggest Gift of Caring for the customer.



Do not eat, drink, smoke, vape, chew gum, or be on cell phone at a booth sale. You and your troop are representing Girl Scouts to your community.

Do not leave empty packages, cases, or trash at your booth sale. The entire council may be asked to cancel all booth sales at that store or chain if there are issues! Do not ruin it for other troops.

If we receive a customer or store complaint about your troop during a booth sale, your troop may be removed from the remainder of your Council scheduled booth sales.

BOOTH SELECTION DATES

Wednesday, January 31: 1st Online Booth Selection

Friday, February 2: 2nd Online Booth Selection

Monday, February 5: 3rd Online Booth Selection

Thursday, February 8: Booth Selection Opens Fully

Resources at a Glance



Supercharge your sale and crush your goals with these handy resources.

There's so much more to Girl Scout Cookies than what's in the box—there's the magic that is you!

When you sell Girl Scout Cookies, you're doing more than helping your customers stock up on delicious treats (and having lots of fun).

You have a goal in mind: to power life-changing programs, experiences, and learning for yourself and your troop all year long.

Because no matter what obstacles pop up, we know that you'll face them with resiliency and creativity — it's the Girl Scout way.

When you participate in the Girl Scout Cookie Program, you're part of something even bigger than you, your troop, and all the amazing girls nationwide that sell too;

you're part of the largest girl-led entrepreneurial program in the world! Having the opportunity to run your very own cookie business gives you skills essential for success today and in the future.

You even get to bring meaningful moments of joy to all your customers with every box of delicious treats you sell! How special is that? Very—especially in challenging times like these.

Need help getting started? Check out all the resources that make selling more cookies this year easier than you ever thought possible!



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®



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!

Frequently Asked Questions

How are we supposed to charge someone \$6 for a box of cookies? They could get cookies for much less at a store! Remember — this is not a “value of goods” based pricing model. Our customers understand they are supporting Girl Scouts. Girls are learning Five Key Skills (Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics) and can tell the customer their cookie plans – encourage the girls to share when a customer approaches them.

Why don't the troops get all or most of the funds from the Cookie Program? After the council has paid the baker for Girl Scout Cookies, revenue generated through the program provides troop and service unit proceeds, and girl rewards. The remainder of the proceeds are utilized to support services and programs for girls and volunteers, and the associated council staffing and expenses.

What does the council do with its part of the Girl Scout Cookie proceeds? The Council uses proceeds from the Cookie Program for various purposes, including volunteer training opportunities, council staffing, maintaining local Girl Scout properties, general membership resources, and more. Aside from the direct cost of the cookies, 100% of the proceeds from the Cookie Program stay within our council.

How are other councils pricing their cookies? Every council is different and has different pricing structures based on their operating budgets.

Is Toffee-tastic the only gluten-free cookie offered? Yes, Toffee-tastic is the only gluten-free cookie. The bakery follows special food safety testing protocols of the production line and the product, and specially sourced ingredients. The cookies are certified gluten-free by a third-party.

Will girls still participate in door-to-door and booth sales? Yes, but it is completely optional for the girls. Digital Cookie® doesn't replace in-person sales; it enhances them! The online experience simply expands girls' experiences by offering new ways to learn and sell.

Can anyone go online, buy Girl Scout Cookies and have them delivered to their house? No. Customers

must be sent a link to a girl's Digital Cookie website to purchase Girl Scout Cookies. Our cookie sale is girl-driven and girl-led, as well as safety conscious. Because of this, girls must initiate contact with people they know. Girls will invite customers via email to visit their personalized cookie website. Should they choose to purchase, customers can select to have their cookies shipped to their home or delivered to them in person. A caregiver must approve each order before the customer is charged; this is especially important if the customer has chosen in-person delivery!

Can I share my daughter's Digital Cookie® link on Facebook or other social media? You may only share her link on your personal page. Public groups such as community swap or yard sale groups are strictly off limits. Our goal is to keep the sale girl-driven, so we ask that you consider encouraging your girl to create a video to share with your friends and family that features her Digital Cookie® link, goal, and what her troop is planning to do with the funds she raises.

Can we share Digital Cookie® links with other customers, such as booth sale patrons, and encourage them to purchase more cookies later online? Yes. However, safety is the most important thing when using Digital Cookie.® Be aware of who is purchasing cookies from your daughter, and do not allow any in-person delivery to anyone you don't know.

What are the caregiver's responsibilities regarding Digital Cookie®? Registering and setting up their girl's Digital Cookie® site, contacting customers for in-person delivery orders, and approving orders.





Glossary

Girl Scouts, like many other organizations, has a lingo all its own. Below are terms that you will hear and see as you move through the Cookie Program.

Automated Clearing House (ACH) – ACH is the banking system GSWESTOK uses for electronic fund transfers during the cookie season.

Booth Locator – Customers can visit www.girlscoutcookies.org and type in their zip code to locate a cookie booth.

Case – There are 12 packages (boxes) of cookies in one case.

Cookie Booth – A stationary sale of Girl Scout Cookies® at a public location. Booth sales are any sale that you are set up at one location and customers come to you.

Cookie Cupboard – Local sites where additional cookie cases are stored and where troops can pick up additional cookies.

Cookie Cupboard Manager (CCM) – Person responsible for managing a cookie cupboard.

Cookie Warehouse Pickup – Troops in the OKC metro area will pick up their Initial Order (IO) from a designated location.

Cupboard Receipt – This receipt must be signed any time a troop picks up cookies from a cupboard. Make sure a copy of the receipt is kept and attached to the troops' cookie cupboard credit card for troop records. Troops are responsible for all cookies taken from a cupboard.

Delivery Agent – This is the transport company that handles product delivery for Girl Scouts Western Oklahoma. GSWESTOK uses Armstrong Logistics.

Digital Cookie®/ Digital Order Card (DOC) – Girls can create a custom website and send out a link to their site via email to customers. Customers can order cookies to be delivered in-person, shipped to them, or choose to donate cookies through Operation Cookie Drop.

Direct Sale – GSWESTOK uses the direct sale model, meaning girls have cookies in hand when the sale starts

rather than taking pre-orders. Troops can re-stock their cookie supply throughout the sale by acquiring cookies at a cupboard.

eBudde – Bakery website used by Troop Cookie Managers to order cookies, select booth sales, track girl/ troop sales, record troop finances, and calculate, order, and submit rewards.

Initial Order (IO) – This is the initial troop cookie inventory order.

Little Brownie Bakers (LBB) – Little Brownie Bakers is our bakery partner for the Cookie Program. They supply our council with cookies and resources for girls and volunteers to be successful in the sale. Learn more at littlebrowniebakers.com.

Gift of Caring – Through council-wide service projects, customers can purchase packages of cookies that GSWESTOK will donate to our local community organizations, military partners, and The Regional Food Bank of Oklahoma. The girls collect the money, but do not physically take possession of the cookies.

Package – A single package of Girl Scout Cookies®.

Per Girl Average (PGA) – Average number of packages sold by each girl in a troop. The total number of cookies sold by a troop is divided by the number of girls that sold in the troop.

Rewards – Items or Reward Card money given to acknowledge a girl's efforts in the Cookie Program. Rewards are based on the number of packages sold during the annual Cookie Program.

GS Reward Card – Council credits that can be used to pay for girl membership renewal, GSWESTOK camp, GSWESTOK program events and other mission-related activities, or purchases through the GSWESTOK shop.

Service Unit Cookie Consultant – Volunteer mentor for troops in an assigned service unit.

Troop Cookie Consultant – Volunteer manager responsible for monitoring the Cookie Program for a single troop.

Troop-to-Troop Transfers – Transfer of cookies (packages and/or cases) between Girl Scout troops. Financial responsibility follows the cookies. A receipt is written by the troop giving the cookies. Both troops sign the receipt. The troop giving the cookies is responsible for entry into eBudde.



girl scouts 
western oklahoma

