

2022 Troop Cookie Program Guide

REVISSED
2/17/22



CLIMB
WITH
COURAGE



TABLE OF CONTENTS

What's New for 2021-22	3
Your Invaluable Role	4
Cookie Calendar REVISED	5
Troop Checklist REVISED	6-7
Cookie Program Basics	
The Five Skills	8
Training	8
Getting Started	8-9
Meet the GS Cookies	10
Jersey Shore Cares Gift of Caring Program	11
Troop Proceeds	11
Safety Tips	11
Rewards and Patches	12-13
Money Handling	14
Banking and Finances	14
Entrepreneurship Badges & Pins	15
Booth Sales, Alternatives & Cookie Depots	16-17
Booth Sale Etiquette	18
How Many Cases Do I Need?	19
eBudde Dashboard	20
Ebudde App	21
Tip Sheet: Inventory Column	22
Tip Sheet: Digital Cookie Troop Link	23-24
Unpaid Funds Policy & Form	25-26
Allergen Guide	27
Thank You Cards	28
Volunteer Resources	29

WHAT'S NEW FOR 2022?

As a cookie volunteer, you can take heart knowing that Little Brownie and Girl Scouts of the USA are always working to make your role simpler and to provide you with all the resources



NEW COOKIE

Introducing Adventurefuls, the newest addition to the GS Cookie Lineup! An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt. There will be 9 great flavors and they will all be \$5 a box.

VOLUNTEER RESOURCES

It will be easier than ever to find resources in the eBudde platform. The HELP CENTER tab in eBudde has all the resources you need :

- **Cookie Sale Resources**—offers signs, graphics and information on all topics from training, booths, social media and more
- **From The Council**—this section will have all council information and resources previously found in VIP. The VIP online site will no longer be used.

eBUDDE ENHANCEMENTS

- **Caregiver Email in eBudde**

The caregiver's email associated with a girl will be uploaded into eBudde. Troop volunteers listed in eBudde will now be able to email all their families directly from eBudde.

- **Offline sale & payment information will feed from eBudde to Digital Cookies**

The Troop volunteer must check the Inventory Box for the offline transactions to flow into Digital Cookies (tip: use for manually entered booth sales, extra sales & payments). See Tip Sheet page 22.

Girls/caregivers can keep track of their total sales and where they stand in relation to their goals or rewards.

YOUR INVALUABLE ROLE

Every Girl Scout has it in her to do amazing things. With your support, she'll rise to the challenge!

You've volunteered to serve as a Troop Cookie Manager, and this makes you an invaluable part of the Girl Scout Cookie Program®. Now that you've stepped up in support of girls, it's time to help them rise to the challenge of becoming Girl Scout Cookie™ entrepreneurs.

This guide offers you resources, tools and tips to help girls reach their goals. From social graphics for promoting a virtual cookie booth to in-person booth signs, we have everything you need to inspire girls to climb with courage this season.

YOUR PRIMARY RESPONSIBILITIES:

- ◆ Be a registered adult member of Girl Scouts and have a current background check
- ◆ Attend a council cookie training
- ◆ Work with your troop leader to review and distribute all cookie materials to families, educate girls and parents about the cookie sale, review safety policies & collect signed permission slips
- ◆ Be mindful of deadlines listed in planning guide
- ◆ Get familiar with the cookie software – eBudde and get ready for the season!
- ◆ Place the troop's initial order
- ◆ Pick up initial cookie order - sort and distribute cookies to families
- ◆ Re-order more cookies as needed
- ◆ Arrange booth sales or alternatives, if desired to meet girls' goals
- ◆ Deposit money into troop account
- ◆ Keep track of additional orders; allocate cookies and payments to girls in eBudde
- ◆ Distribute rewards to girls and celebrate their successes.



2022 TROOP TIMELINE

EXTENDED DATES

- February 18** Digital troop links activate in national cookie finder.
- March 2** Transaction tab opens in eBudde – troops may place additional orders for booth sale cookies or extra/late orders for pick up in Toms River or Farmingdale
- March 8** **Tentative** Community cookie delivery week resumes – check with your coordinator for date, location and pick up times
- March 10** Council cookie depots open at both service centers.
- March 11** Booth Sales begin.
- March 18** Last day troops may return unwanted cookie booth cases from initial order. Bring to either council depot for credit to troop account.
- March 19** **UNPAID FUNDS COLLECTION FORM** is due to productsales@gsfun.org for ACH adjustments, if needed.
- March 25** **FIRST ACH WITHDRAWAL** – 50% of girl's initial order. Amount to be withdrawn will show on eBudde sales report. This does not include prepaid girl delivery amounts
- April 17** Digital Cookie Sales end.
- April 21** **Tentative last day of council depots** – call ahead or check ebudde for last minute changes or updates
- April 22** **FINAL UNPAID FUNDS COLLECTION FORM** is due for any unpaid parent balances; last chance for ACH adjustments. .
- April 24** Last day of booth sales.
- April 25** **Troop deadline to submit all girl rewards in eBudde.** Finish allocating boxes to girls before submitting.
- April 28** **FINAL ACH WITHDRAWAL** of remaining balance due to council; amount will show on sales report.



Troop Checklist



Pre-Sale

- Be registered for 2022 and complete a background check
- Get Trained! Attend Community Leader's meeting and for new Troop Cookie Managers, attend a council Cookie Program Training. Check [online](#) for dates and times.
- Login to eBudde and verify troop contact information and the troop roster. Notify the Product Sales team of any errors or omissions. Download the eBudde app.
- Prepare to setup the Troop's Digital Cookie page and encourage ALL girls to register for their Digital Cookie accounts when their parents receive the welcome email. Digital Cookie welcome emails will be sent at the end of December.
- Pick up troop sales materials from Community Product Sales Coordinator.
- Host a Troop Cookie Meeting to introduce the program and distribute materials.
 - How you present the program will have a big effect on the girl's enthusiasm and parent support.
 - Review the 5 skills, troop and individual girl goals, online and in-person safety guidelines, important dates, and money handling procedures.
 - All parents must sign the parent permission form when receiving their order card. Keep these forms.
 - Distribute order cards to girls.
 - Work with girls to set both troop and individual goals. Junior and older - have troop discussion on opting out of rewards. If they choose to opt out, update in eBudde
- Recruit help! Encourage parents to assist throughout the season. The Troop will need help with Initial Order pick-up, coordinating and promoting cookie booths, making reminder phone calls for deadlines, and planning the Troop's celebration activities.

January

- Encourage girls to start taking orders on day one by using their Order Card and Digital Cookie. The program begins **January 11!**
- Setup the Digital Troop Link.
- Arrange troop booth sales with desired locations and submit through eBudde for council's approval. Troop booths can be scheduled between **March 11** and **April 24**.
- Enter troop banking information in eBudde, review information rolled over from last year for returning troops.
- Communicate regularly with girls and their caregivers.
- Remind parents to provide you with their initial paper card totals by **January 30**.

Troop Checklist



February

- Enter and submit Troop's initial order by **February 1**. Enter troop bank information.
- Council cookie booth selection tentatively begins early February.
- National Cookie weekend is **Feb. 18**. Troop links will activate in cookie locator.
- Initial orders tentatively arrive starting around **March 8**. Your coordinator will notify you of date and location. Be sure to select a pick-up time through eBudde.
- Reorder additional cookies, as needed. Council cookie depots open **March 10**.
- Booth sales begin on **March 11**.
- Allocate cookies and apply payments received to girls in eBudde regularly.
- Begin to collect money from parents and issue receipts for payments made and cookies distributed.

March

- Deposit collected money into troop bank account early and often to prepare for ACH #1 which will be automatically withdrawn on **March 25**. Check the SALES REPORT tab to see the Amount Owed to Council. Submit Unpaid Funds form by **March 19** if necessary.
- Continue to allocate cookies and payments to girls in eBudde regularly.
- Continue to collect money from parents and issue receipts for payments made and cookies distributed.
- Make sure ALL Troop Proceeds are reflected in your Troop bank account.

April

- Digital cookie sales end on **April 17**.
- Make your final run to Cookie Depots before they close on **April 21**.
- Allocate ALL cookies and submit the Troop's final rewards by 11:59pm on **April 25**.
- Collect remaining payments from girls and parents and make final deposit into Troop's bank account. Submit Unpaid Funds report by **April 22**, if necessary.
- FINAL ACH will be automatically withdrawn on **April 28**. Check the SALES REPORT tab to see the Amount Owed to Council.

June

- When Troop receives Cookie Program rewards, count them immediately and contact your Community Product Sale Coordinator for any missing items.
- Distribute rewards to girls promptly and celebrate your Troop's hard work!

COOKIE PROGRAM BASICS

The Five Skills

The Girl Scout Cookie Program is Much More Than Cookies

What started as a bake sale in 1917, has grown into the largest **girl-led** entrepreneurial business. Girls learn and develop essential skills and learn to think like entrepreneurs.

GOAL SETTING: Setting goals is the key to a successful sale. Girl set goals, and with their team, create a plan to reach them.

DECISION MAKING: Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings.

MONEY MANAGEMENT: Taking orders, handling customers' money, and developing a budget, are all hands-on lessons in financial literacy.

PEOPLE SKILLS: Girls learn how to talk to, listen to, and work with all kinds of people while selling cookies.

BUSINESS ETHICS: Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics reinforce the positive values she is developing as a Girl Scout.

Training

It is essential for all new troop leaders and troop cookie managers to take a cookie training. Learn the ins and outs of the program and all the resources available to make your troop's cookie sale a success!

- All trainings will be virtual. Pre-register for a session through the council's [activities calendar](#) or in [doubleknot](#).
- NEW THIS YEAR! Council is offering two December sessions during the Holiday Break.

Online Self—Training will be available on the GSJS website in January for those who missed a live session.

Getting Started

All registered Girl Scouts can participate in the Cookie Program. There are two ways for girls to participate; in person using the order card and online using the Digital Cookie Digital Order Card/DOC) platform. Girls and troops can set up personalized sites that can be shared with family and friends.

We encourage girls to use BOTH options to sell cookies. Girls will reach more customers and practice 21st century skills

Accessing Digital Cookie

Troop volunteers will receive an invitation to access digital cookie about a week before parents receive their invitation. Once you register as a volunteer and sign in, you will be able to track your troop's progress on the digital cookie dashboard.

If you are also a parent, you will receive a parent email about a week later. When logging in, you will be prompted to select a role: parent or troop leader. You can easily move between roles.

Traditional Order Card

For customers who want to:

- order face-to-face
- pay cash
- have a Girl Scout deliver

Digital Order Card

For customers who want to:

- order online
- pay with a credit card
- receive long-distance delivery
- Girl Delivery Option

Delivery

February/March 2022

Immediately

Order will be submitted to family/troop/eBudde.

Order will be processed immediately at the bakery and shipped as quickly as possible.

Cookies delivered to troop as usual.

- A valid parent email address is **REQUIRED** for girls to participate in the Digital Cookie program. Parents who provided an email address on their Girl Scout's registration form will receive an email invitation in late December asking them to enroll in DOC. Remind parents to look for the email.
- The email will contain instructions on creating their girl's site and how to receive and accept orders.
- Girl names will be automatically added to eBudde prior to the sale.
- Digital Cookie sales begin January 11 and end April 17. DOC orders will update in eBudde automatically (and girls will receive credit) as they are placed.
- There are **NO** jurisdictional boundaries with Digital Cookie. A registered Girl Scout can sell cookies online to customers anywhere in the country.
- Girls may choose to offer local customers the option of purchasing and paying for cookies online with girl delivery. **All girl-delivery orders will automatically transfer into eBudde and will be included with the girl's initial order.** Visit gsfun.org/cookies for more information.

Through volunteering with Girl Scouts, troop leaders experience the following benefits:

90%

feel they make a difference in the lives of girls.

83%

say they gain a sense of purpose volunteering with Girl Scouts.

76%

make friends through their service as a troop leader.

74%

become more involved in their communities.

62%

feel energized all or most of the time they volunteer as a troop leader.

20%

gain career or job opportunities through their Girl Scout volunteering.

"The Benefits of Being a Girl Scout Volunteer"
Girl Scout Research Institute, 2020

CLIMB
WITH
COURAGE

MEET THE GIRL SCOUT COOKIES®

There are 9 great flavors on the order card.

All varieties are \$5.00 per box.

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.

UD

NEW!



lemon-ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

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

UD



samoas® • Real Cocoa • Real Coconut

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

UD



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.

UD



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.

UD



trefoils® • Made with Vegan Ingredients • Real Cocoa

Traditional shortbread cookies.
Approximately 38 cookies per 9 oz. pkg.

UD



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

UD



girl scout s'mores® • Made with Natural Flavors • Real Cocoa

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

UD



toffee-tastic® • No Artificial Flavors GLUTEN-FREE

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

UD



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

Jersey Shore Cares Gift of Caring Program

A key element of the Girl Scout Cookie Sale is our Gift of Caring program. Customers can donate cookies to benefit our local food pantries, United States military and other charitable organizations within our community. The donated packages remain with council and the council will take care of the distribution.



Girls receive credit for every donation as a box sold and it counts towards their rewards and the troop proceeds. When a girl receives ten (10) or more donated boxes, she will earn a special Gift of Caring Patch. If she reaches fifty (50) or more donated boxes, she will also earn a special gift of caring reward.

Troop Proceeds

Troop Earning

Items Sold (Per Registered Girl Average)

\$0.70 per box.....	1-149 boxes sold
\$0.75 per box.....	150-199 boxes sold
\$0.80 per box.....	200-249 boxes sold
\$0.85 per box.....	250+ boxes sold

Older Girl Proceed Option

Older Girl Troops (Juniors and older) that prefer to earn an additional 5¢ per box rather than the rewards can opt out of rewards.

Troops will earn an additional \$0.05 cents per box. Girls that reach the 750+ level will automatically earn the larger reward items along with the additional proceeds (troop still receives the \$0.05 per box). All girls in the troop must agree to this option. *For more information visit gsfun.org/cookies.*

Safety Tips

- Follow all CDC and state health guidelines and council COVID guidelines as listed on our website: [COVID-19 Update \(jerseyshoregirlscouts.org\)](http://jerseyshoregirlscouts.org)
- Wear Girl Scout attire to identify yourself as a Girl Scout.
- Sell in familiar areas and neighborhoods.
- Daisies, Brownies and Juniors must be accompanied by an adult. Cadettes, Seniors and Ambassadors should be supervised by an adult and should never sell alone.
- Never enter the house of a customer. Avoid selling to people in vehicles or going into unfamiliar areas.
- Do not give out girls' personal information. Adult supervision should be stressed when using online sites or social media for cookie promotion.
- Always have a plan for safeguarding money



2022 Rewards and Patches

All incentives are cumulative. Council gift cards can be redeemed for any council sponsored activity, programs, shop, camp, trading post, etc.



Climb with Courage Theme Patch
30+ pkgs



Bag Tag AND Mini Adventure Journal
75+ pkgs



Clip-on Koala
135+ pkgs



Cooling Fabric Bandana
160+ pkgs

200+

200+ Bar Patch
200+ pkgs



Koala Slipper Socks
215+ pkgs



300+ Bar Patch, Bucket Hat, Rain Poncho AND Camp Duffle
300+ pkgs

400+

400+ Bar Patch
400+ pkgs



500+ Bar Patch AND \$50 Amazon Gift Card AND One Year of Girl Scout Membership
500+ pkgs



Fujifilm INSTAX® Instant Camera OR \$75 Council Gift Card
750+ pkgs

1000+



1000+ Bar Patch AND JBL Speaker
1250+ pkgs

Visit online rewards demos for more details on select items.



Week of Camp
2000+ pkgs



Great Wolf Lodge Experience
3000+ pkgs



EOS REBEL T7



Canon DSLR Camera
5000+ pkgs



Jersey Shore Cares



Gift of Caring Patch
10+ pkgs



Leaf Pouch
50+ pkgs

Troop Rewards



Super Patch AND Plush Koala
Rewarded to each girl selling when the troop PGA (based on number of girls selling) of 175+ boxes by the close of the sale. (Girls that choose to opt out of rewards will only receive the Super Patch)

Digital Cookie Rewards



Cookie Entrepreneur Patch
15+ pkgs



Cookie Techie Patch
50+ pkgs



Water Bottle
150+ pkgs



Desk Mat
300+ pkgs



Beach Towel
500+ pkgs

Top Seller Event

Girls selling 500+ boxes will be invited to a **Cookie-tastic Carnival**



Sell 500+ boxes for your invite to the most Cookie-tastic Carnival of the year

June 3rd, 2022

Cotton Candy-Shave Ice-Bounce Houses-Food-Games of Chance-Music-Popcorn-Much More!

YOUR NAME

Rises Up & Spreads Kindness



HELPFUL CARING THOUGHTFUL GIVING

Fall & Cookies '21-'22 GSJS

Crossover Patch

Girls who sent 18+ emails in the 2021 Fall Product Program and sell 200+ boxes of cookies in the 2022 Cookie Program will earn this personalized patch

Money Handling

- 
- Parents/guardians must sign a Parent Permission and Responsibility form for every participating girl. Troops must retain these forms.
 - Do not give order cards or product to a girl if the parent/guardian has not signed the permission form.
 - Girls collect money when delivering cookies, not in advance, unless the only item purchased is a Gift of Caring donation. All online sales are prepaid by customer at time of order.
 - Parents/guardians should not be asked to pay for product when picking it up from the troop. Exceptions may be considered if there is prior history of late or slow payments. In this case, contact product program department at productsales@gsfun.org.
 - Customers can pay for cookies with cash or checks made payable to the troop. If the troop chooses to accept checks, be sure to have a phone number listed on the check. We recommend you only take checks from people you know and are comfortable contacting if there is a problem. **Troops will take responsibility for a bad check and any bank fees associated with it.**
 - When parent turns in payments to the troop, count in front of caregiver and ALWAYS give a receipt. Parents should never leave money in the “girl scout bin” on your front step.
 - Parents are responsible for all Girl Scout cookies received. Have parents count and sign a receipt any time cookies are exchanged.

Banking and Finances

- Troops will enter their troop bank account information into eBudde.
 - GSJS will conduct two (2) ACH sweeps (electronic withdrawals) for payments during the 2022 season directly from the troop bank account.
 - Troops should deposit money often into the troop bank account.
 - Collect money from parents in advance of the first ACH sweep, and deposit into the troop bank account in a timely fashion so funds clear and are available in time for each ACH sweep.
 - Amounts due to council will be shown in eBudde on the Sales Report tab.
 - Troops should not pay council for cookies if a family has not paid the troop. Please identify all families with an unpaid balance. Submit UNPAID FUNDS COLLECTION FORM by email to the product program department with supporting documentation six (6) days before the sweep date. Council will reduce the amount to be withdrawn to accommodate the unpaid funds reported.
 - Troops will be charged a \$20 fee if the ACH sweep is declined for insufficient funds.
- 



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.

	Cookie Business	Financial Literacy	Cookie Entrepreneur Family	Entrepreneur
Daisy				
Brownie				
Junior				
Cadette				
Senior				
Ambassador				

BOOTH SALES, ALTERNATIVES & COOKIE DEPOTS

Booth Sales

A booth sale is a public sale that a troop hosts in front of a business with cookies in hand. What a great way to increase your troop's cookie sale success!

TYPES OF BOOTH SALES:

Troop booth sales are arranged in advance between the troop and the business. Troops must wait until January 1st to solicit locations. Troop obtains permission from the business owner/manager and arranges date & time with them.

Council booth sales are arranged and offered by council and will be offered to troops starting in February, as arrangements are made.

TROOPS MUST NOTIFY COUNCIL OF ALL THEIR BOOTH SALES BY SUBMITTING THEM IN EBUDDE: Council must know all locations that troops are holding cookie booths at throughout the season. This also provides you with free advertising of your booth through the cookie locator app.

SCHEDULING IN EBUDDE:

Troop sales – After receiving approval from location manager, each troop enters their location information into eBudde, along with the date and time. **Select the “booth sites” tab, click on “my sales” and enter your booth sale information.** An automated e-mail from eBudde will be generated once council has approved the sale.

The text in eBudde will become green once council approves the site. If there is a conflict and the sale is denied, the text will become orange.

Council Sales – Troops just need to select the date and time they would like once Council posts them in eBudde.

In eBudde, select the “booth sites” tab and click on “council sales” to view any available sales scheduled by the council. If the listing is green, there is availability, and your troop can claim the date and time.

No automated e-mail is generated for council sales. Your confirmation is your ability to select the date. **You can confirm your selection by clicking on the blue box labeled “current signups”.**

CANCELLATIONS: If you need to cancel a sale, troops will be able to release both council sponsored booths and approved troop booths from their dashboard in eBudde

MISCELLANEOUS:

- Troops can pre-order booth sale cookies with their initial order and will be delivered with the rest of the order card product. On initial order, use the "booth" row.
- Additional cookies will be available at both council cookie depots from 3/10-4/21/22
- **Order carefully as cookies are not returnable.**
- Review the Booth Sale Etiquette rules with your girls



Booth Sale Alternatives

Cookie Drive-Thrus

Troops work with local business to secure a safe location. This gives customers a convenient way to get their cookies by offering a “drive-thru” service. Troops can share locations with their community. **Drive thrus require the council’s booth approval.**

Lemonade Stands

What is a Lemonade Stand? Lemonade Stands work like booth sales but are held on personal property. Families must work with their troop cookie manager to get inventory and should turn in money to their troop right away, following regular troop procedures for money collection. The town may require permitting like a yard sale, so troops should check into this. **These do not require approval from council.**

Community Walkabouts and Wagon Sales (mobile cookie booths)

Grab that cart or wagon and cart cookies around the neighborhood. Get the word out by leaving flyers or door hangers informing everyone how and when girls are planning on selling. **These do not require approval from council.**

Virtual Booths

Virtual booths—hosted on social media—gives girls a way to achieve their sales goals without leaving home. In fact, girls may find this allows them to discover new ways to take the lead in their cookie business and stay connected through virtual means. **These do not require approval from council.**

Cookie Depots

Cookie depots are locations where troops can pick up cookies for additional cookie orders and booth sales. Orders are placed in advance through the eBudde cookie platform for pick up at your preferred location. Troop leaders may pick up cookies or allow parents to do so. Persons picking up cookies will sign a receipt for cookies received.

Council Depots

Staffed by council staff, will have regular hours, posted in eBudde.

Farmingdale: Infirmary in Camp Sacajawea, 242 Adelpia Road

Toms River: Garage at the Toms River Service Center, 1405 Old Freehold Road

NEW! Volunteer Depots

Two volunteers will host mini depots in their homes. These depots are open to all troops, but quantities and varieties will be limited. Troops should use council depots for large orders. This option is ideally for troops who have run low on cookies and need to replenish over the weekend for their booth sales. Full cases only and no exchanging flavors at these locations.

- Troops must place an order in advance through eBudde.
- **Troops must then contact the Depot Volunteer directly to schedule and confirm a pickup appointment with the volunteer. No exceptions.**

Northern Monmouth (Matawan) volunteer: Cheryl Cortopassi cherylann.cortopassi@gmail.com
(908) 461-4280

Southern Ocean (Barnegat) volunteer: Melissa Melber gsjstroop50261@yahoo.com (732) 674-0124



Girl Scouts of the Jersey Shore Booth Etiquette



Booth sales give girls the opportunity to learn new skills; promote Girl Scouting; live the Girl Scout Promise and Law; and to sell more product. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.

It is a privilege to be trusted by our retail partners with their storefront space, and it is of utmost importance that we take great care to honor all booth sale guidelines. Let's ensure that all our interactions at booth sale locations are always positive and appreciative – we are so grateful for the support of our retail partners for our **COOKIE ENTREPRENEURS!**

I will:

- ◆ **Identify myself as a Girl Scout** and wear my uniform; vest or sash; or my pins.
- ◆ **Be polite** when approaching all customers.
- ◆ **Be on my best behavior** because I am a representative of Girl Scouts.
- ◆ Keep table and area neat.
- ◆ **Say Thank you** to all customers, whether they purchase or not.
- ◆ **Thank the business** for allowing us to be there.
- ◆ **Remember that Girl Scouts leave a place better than they found it.** Be sure to clean up after your booth sale and take home all empty cookie boxes and trash.

I will NOT:

- ◆ Block doorways or walkways with tables or signs or get in the way of customers.
- ◆ Ask a customer twice to buy product.
- ◆ Go into the store while working at the booth.
- ◆ Talk loudly, run around, or play while selling at a booth.

It's a good idea to:

- ◆ Ask the girls to eat before coming to the booth sale – they shouldn't eat while selling. Beverages are okay.
- ◆ Refrain from extended phone calls and texting while at the booth (girls and parents). Girls are there to run their business.
- ◆ Remember: Adults are not permitted to smoke at booths (including vaping).



HOW MANY CASES SHOULD I ORDER FOR BOOTH SALES?

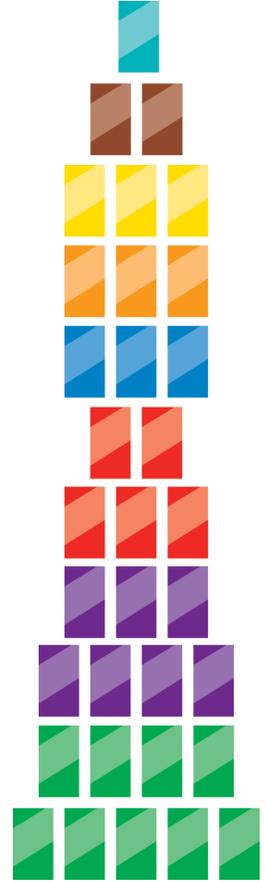
Below are suggestions from the bakery for the number of cases needed for your booth sales. Please keep in mind the following things to also assist in determining what you will need. Remember, these are only suggestions.

LOCATION OF SALE – HIGH TRAFFIC? ~ NUMBER OF HOURS ~ WEATHER CONDITIONS

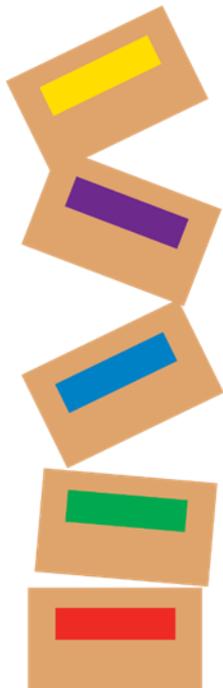
Thin Mints®	27%
Samoas®	21%
Tagalongs®	15%
Trefoils®	9%
Do-si-dos®	9%
Lemon-Ups®	9%
Girl Scout S'mores®	6%
Toffee-tastic®	3%

New cookies, such as this season's Adventurefuls™, typically represent 8%–10% of sales.

- 3-hour sale:** 8 cases
- 6-hour sale:** 17 cases
- 9-hour sale:** 20 cases



HOW MANY CASES WILL FIT IN MY CAR?



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

The guide assumes the car will be EMPTY except for the driver and uses all space except the driver's seat.

We recommend you always bring a minimum of two vehicles to cookie delivery.

TAB	DESCRIPTION
DASHBOARD	Default screen that shows important message from council and your community, calendar, checklist. New this year, comparison statistics, troop PGA and more.
CONTACTS	Allows you to edit your contact information. This includes name, address, and phone number. This DOES NOT include changing the email address. That must be done from the login screen.
SETTINGS	This allows you to change the number of girls selling, registered, program age level, rewards option, banking information as specified by your council.
GIRLS	This allows you to see the names of the girls in your troop. Please contact productsales@gsfun.org to make updates to the roster.
INITIAL ORDER	This tab is for entering your troop's initial order by girl (from the paper order cards) and cookies for upcoming booths using the booth line. Once initial order is submitted, it cannot be changed. Girl delivery items are automatically added to girls' initial orders. Initial orders are rolled over into the girl orders tab as part of her total sales.
DELIVERY	This option is for selection of delivery time and a printout of cookies order, delivery site, and pick-up time
GIRL ORDERS	This tab will track girls' total sales, initial orders, digital orders, booth sales and additional orders. Troops should also credit girl payments.
TRANSACTIONS	This tab lists all cookie transactions, initial order, depot pick-ups and any troop-to-troop transfer.
COOKIE EXCHANGE	Post that you have available cookies by variety and see what is available from others
REWARDS	Troop reward ordering
BOOTH SITES	This tab allows troop to select a council offered booth location and/or to enter and request a troop booth sale site.
PAYMENTS	Troop payment to council recording; includes DOC payments, ACH payments and any manual credits/deposits.
SALES REPORT	The sales report recaps all transactions for the troop including initial order, digital sales, additional cookies, total sales, troop profit, DOC and ACH payments and balance due. Total Gift of Caring numbers.
REPORTS	Run reports such as pick up sheets, booth sales and DOC reports.
HELP CENTER	Find manual on using the eBudde system. " Cookie Sale Resources " booth, marketing & social media resources & printables, "From the Council" resources replacing the VIP online training site.



eBudde App – Power at your Fingertips

The must-have app for volunteers in the Girl Scout Cookie Program® now has added functionality. Whether you support girls as they participate virtually or in-person, the eBudde™ App has everything you need to manage your cookie season.

Access the powerful desktop features of eBudde right from your mobile device. The dashboard and menu let you manage the whole Girl Scout cookie season wherever and whenever you want.

Integration with Digital Cookie®

Because the eBudde App has been developed to work with Girl Scouts' Digital Cookie, families stay in the know about their Girl Scouts' initial orders.

Manage orders and rewards

- Track Girl Scout Cookie™ orders for traditional and digital sales
- Send emails directly to parents or guardians from the troop
- Check progress toward rewards goals
- Submit your final initial order to your council
- Place orders for girl rewards and never miss a deadline



Manage inventory and deliveries

- Identify contactless delivery stations
- Select when and where you pick up your order
- Review all cookie transactions, from your Initial Order to cookie cupboard pickups
- Update cookie pickup status
- Adjust cupboard slots and number of users
- Find troops in your area that have extra cookies

View reports

- Review generic proceeds in Troop Proceeds Summary Report
- Retrieve parent or guardian emails from Rewards Reports
- View Sales & Payments data so girls can track progress

Sign up for booth sales

- See what in-person booth locations are available from your council
- Request approval for a custom booth sale site for your troop

Get help anytime

- Watch training videos and get assistance — right from within the app

Download the app now!



INVENTORY COLUMN TIP SHEET

GIRL ORDER TAB: Sending Girl Order Information to Digital Cookie

eBudde will be sending girl order tab information to the parent/girl inventory/financial pages in Digital Cookie. The column is labeled **Inv.** If you check this box, the information on that line will be sent to Digital Cookie to help the parent/girl know that more cookies have been given to her OR payments have been received by her.

So, when do you check this box? You check the box only if it is additional cookies being given to the girl for offline orders and for payments for offline orders.

You do not send over booth packages/payments as those records are just for the credit to the girl and are not physical packages that the girl is given. You do not check the box for packages given to fulfill online orders as those orders are already recorded in the Digital Cookie system. If you accidentally check the box, you can uncheck at any time. The information will be sent to Digital Cookie as data entry occurs, so it is visible to the parent/girl in real time.

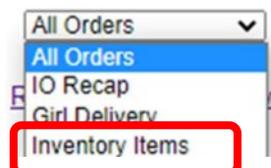
Printable Save
Add Trans. Add Payment

Below are transactions for Abiella A..

+DOC	+Comment	+Inv	+Bth	+C GOC	+Advf	+LmUp	+Tre
	Init. Order *Locked*			10	10	10	10
	add pkgs	✓		0	0	1	0
	booth		✓	0	0	1	1
	payment	✓		0	0	0	0

Adding Girl Payments: You may add a payment to any available line in a girl record. To enter a payment, click the Add Payment button. You then double-click in the paid box at the bottom of the screen. Click the Enter key to end the data entry OR click the OK button. The information will be displayed on the grid. Click the SAVE button to save the transaction(s).

To help you keep track of those records, you can see only records marked in the Inv. column by selecting Inventory Items in the drop down in the upper right-hand corner of the screen. When you select **Inventory Items** you will see only the items that have been marked in the **Inv.** Column



Discover Digital Cookie Troop Links

Your troop can work together to reach troop goals in new ways using your Digital Cookie Troop Links.

Here's how:

When you set up your Troop Link site, there will be two links you can use. These links will let your troop reach new customers in your local community and beyond. Use the information below to decide how troop links can work for your troop.

Link One: The Troop Cookie Link

- This link does it all! Customers can order cookies for local delivery by girls in your troop or have cookies shipped. For local sales within your troop's delivery area, customers place their order, and the troop delivers the cookies to the customer's address with support from an adult.
- The troop can also use this link to take preorders that allow customers to pre-pay and pick up at a troop designated location. This designated location could be an existing cookie booth, a drive through location or another public location designated by the troop.

Link Two: The Troop Shipped Only Link

- Use this link when selling outside of your troop's delivery area in the community.
- Customers can purchase cookies that are shipped directly to a recipient or donated to your council's cookie donation program and credited to your troop.
- Once your troop sets up this link, it will be connected to the Girl Scouts of the USA Cookie Finder and customers from anywhere could end up using your direct ship link to buy cookies that support your troop. The great news-there is nothing additional to do... cookies are shipped directly to the customer and the troop shares the sales with all the girls in the troop at the end of the season.



Frequently Asked Questions

What about girl Digital Cookie links?

Girls should still use their individual links to promote to their customers. Troop links are just another way the troop can work together towards their goal, reach new customers, and track their progress.

Do we need these links?

That is up to the troop! You don't have to use troop links; they are just an option giving troops and girls more choices for how they run their business and safely connect with customers as a team.

If your troop wants to broaden their reach beyond individual girl's sales, you can leverage the Troop Cookie link.

Can we decide to use the links later?

The links are available for your troop to use at any point once your troop sets up their troop site and your council is selling cookies.

When will my troop begin receiving sales generated from the Girl Scouts of the GSUSA Cookie Finder?

The Troop Ship Only link will appear on the Girl Scouts of the USA Cookie Finder starting February 18, 2022. However, your troop can begin to use both links as soon as you set up your troop link site.

What now?

Here are some ways to get started:

- Share this information with your entire troop of girls and volunteers!
- Find a troop volunteer who can serve as the Troop Site Lead and manage the troop links site with leadership from the girls.
- Ask the troop for ideas on how to use these links in ways they wouldn't use their personal link.

Don't forget to say thanks! Having girls design thank you notes that can be included with their troop delivered/picked up orders is a great way to get repeat customers Your council will provide additional details on setting up the troop site, using the pickup and delivery functions and reporting.

Unpaid Funds Policy – Cookies 2022

It is the policy of Girl Scouts of the Jersey Shore to work with all Communities, troops, and parents to remediate outstanding balances due to the troop and/or council. To that end, anticipation of delinquent payment and communication to the Product Programs department at GSJS before the Automatic Clearing House (ACH) pull from the troop is required.

The following are guidelines set to remediate outstanding balances due:

Procedures for Unpaid Funds from a Parent:

1. Troop Leader/Community Product Sales Manager and or TPSM must notify council of unpaid funds via email to productsales@gsfun.org no later than six (6) business days before the ACH pull**. The **“Unpaid Funds Collection” form, a copy of the signed parent permission slip, and signed delivery ticket** are required as support documentation, as well as list of attempts that troop made to communicate with parent on unpaid funds. Council cannot pursue the parent without the proper signed documentation.
2. Depending upon parent/family circumstances, troop may choose to submit before first pull or wait until the final pull.
3. Council will adjust the troop amount owed, to reflect the unpaid parent’s portion.
4. Once notified, council will contact the parent within 10 business days to start collection.

In addition, their daughter may not be able to participate in Product Programs in the future, until the unpaid fund is paid in full, and they will be marked as ineligible and unable to participate as a volunteer in any capacity.

Payments will be accepted via bank check, money order, or a scheduled time with GSJS Product Sale Department to pay over the phone via credit/debit card.

****if troop notifies council AFTER the ACH pull and funds have been pulled from troop account:** Troop may be held responsible for collecting payment from the parent/guardian to reimburse the troop funds.

Procedures for Unpaid Funds from a Troop:

1. Council will notify troops via email within five business days of any ACH issues after the ACH pull for that Product Program. **IF THE WITHDRAWAL REJECTS DUE TO NSF, A \$20 NSF FEE WILL APPLY.** Troops will be asked to fix issues and pay in full at the final ACH pull, which is scheduled for April 13, 2022.
2. If second/adjustment pull is unsuccessful and funds are still owed, the council will start collection process.

In addition, their daughter may not be able to participate in Product Programs in the future, until the unpaid fund is paid in full, and they will be marked as ineligible and unable to participate as a volunteer in any capacity.



UNPAID FUNDS COLLECTION FORM

Must be submitted to productsales@GSFun.org
6 DAYS before ACH withdrawal

Troop # _____ Community Name/Number _____

Troop Product Manager/Leader Name _____

Email _____ Phone # _____

Unpaid Funds Information

Responsible Party: Parent/Guardian

Parent/Guardian _____

Girl Name: _____

Address: _____ City: _____ Zip: _____

Home # _____ Cell # _____ Work #: _____

Original Amount Due \$ _____ Payments Made to Date \$ _____ Current Due \$ _____

- Signed Parent/Guardian Permission slip must be attached
- Signed delivery ticket that parent picked up nuts/chocolates

Troop Product Manager/Leader Signature: _____

Date

Cookie Program 20 _____

Internal Use Only:

In S.F. Case# _____

Please provide communication notes below and any other background information on back

First Contact Attempt Date _____ Time _____ Contact Type: _____
(phone, email, social media etc.)

Conversation Details/Notes: (please provide screenshots if available)

Second Contact Attempt Date _____ Time _____ Contact Type: _____
(phone, email, social media etc.)

Conversation Details/Notes: (please provide screenshots if available)

Girl Scout Cookie™ Food Allergen Guide (2021–2022)



Little Brownie Bakers updated the precautionary allergen disclosure on its Girl Scout Cookie packaging labels. All packaged foods in the U.S., including Girl Scout Cookies®, are required to identify any of the top eight food allergens present as ingredients either in the ingredients list or through a “Contains” statement. A precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to our labels to declare the presence of allergens in the bakery where Girl Scout Cookies are made. This update was made to continue to prioritize safety and to be transparent and sensitive to the needs of our customers. Little Brownie Bakers confirms that customers will be buying the same cookies they know and love — and purchase year after year — with no changes made to the manufacturing process.

		PEANUT	TREE NUT	WHEAT	SOY	MILK	EGG
adventurefuls™ - Real Cocoa 	CONTAINS:			●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●
do-si-dos® - Made with Natural Flavors - Real Peanut Butter - Whole Grain Oats 	CONTAINS:	●		●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:		●				●
girl scout s'mores® - Made with Natural Flavors - Made with Real Cocoa 	CONTAINS:			●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●
lemon-ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS 	CONTAINS:			●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●
samoas® - Real Cocoa - Real Coconut 	CONTAINS:		●*	●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:	●					●
tagalongs® - Real Cocoa - Real Peanut Butter 	CONTAINS:	●		●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:		●				●
thin mints® - Made with Vegan Ingredients - Real Cocoa 	CONTAINS:			●	●		
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●			●	●
toffee-tastic® GLUTEN FREE - No Artificial Flavors 	CONTAINS:				●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●	●			●
trefoils® 	CONTAINS:			●	●	●	
	MANUFACTURED IN A SHARED FACILITY WITH:	●	●				●

*Made with Coconut.

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers.



The GIRL SCOUTS® name and mark, and all other associated trademarks and logos, including but not limited to GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT S'MORES®, LEMON-UPS®, ADVENTUREFULS®, Girl Scout Cookie Program®, and the Trefoil Design, are owned by Girl Scouts of the USA. Little Brownie Bakers LLC is an official GSUSA licensee. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero International, S.A. © 2021 Ferrero Inc. All Rights Reserved. 061621



Name: _____

Location: _____

Adventurefuls: _____ Tagalongs: _____

Lemon-Ups: _____ Thin Mints: _____

Trefoils: _____ S'Mores: _____

Do-Si-Dos: _____ Toffee-Tastics: _____

Samoas: _____

Total Cost: _____ Paid Total Boxes: _____

If you need additional cookies, please contact me:



Name: _____

Location: _____

Adventurefuls: _____ Tagalongs: _____

Lemon-Ups: _____ Thin Mints: _____

Trefoils: _____ S'Mores: _____

Do-Si-Dos: _____ Toffee-Tastics: _____

Samoas: _____

Total Cost: _____ Paid Total Boxes: _____

If you need additional cookies, please contact me:



Name: _____

Location: _____

Adventurefuls: _____ Tagalongs: _____

Lemon-Ups: _____ Thin Mints: _____

Trefoils: _____ S'Mores: _____

Do-Si-Dos: _____ Toffee-Tastics: _____

Samoas: _____

Total Cost: _____ Paid Total Boxes: _____

If you need additional cookies, please contact me:



Name: _____

Location: _____

Adventurefuls: _____ Tagalongs: _____

Lemon-Ups: _____ Thin Mints: _____

Trefoils: _____ S'Mores: _____

Do-Si-Dos: _____ Toffee-Tastics: _____

Samoas: _____

Total Cost: _____ Paid Total Boxes: _____

If you need additional cookies, please contact me:

VOLUNTEER RESOURCES



Girl Scouts of the Jersey Shore

GSJS Product Sales Team

productsales@gsfun.org

CY Wong, Director of Product Sales

Jackie Garbe, Product Sales Consultant

Customer Care: 800-785-2090

Visit: [GSFun.org/cookies](https://www.gsfun.org/cookies)

My Community Support

Community Product Sales Coordinator

Name: _____

Phone: _____

Email: _____

Girl Scouts USA Cookie Website

[GirlScoutCookies.org](https://www.girlscoutcookies.org)

Great for:

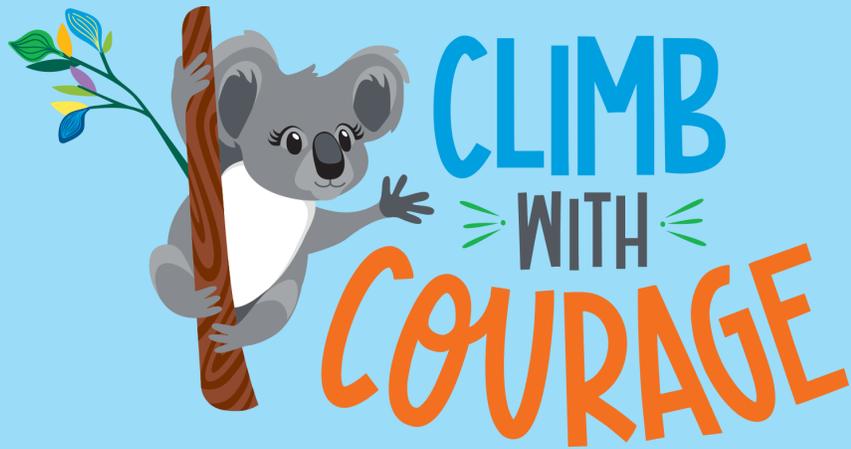
- Facts and histories
- Troop Leader Resources
- Pins and Badges
- Safety Materials
- Guides for a successful program

Little Brownie Bakers Website

[LittleBrownieBakers.com](https://www.littlebrowniebakers.com)

Great for:

- Fun activity ideas
- Marketing ideas
- Cookie tips and tricks
- Social and Virtual Resources and more!



The GIRL SCOUTS® name and mark, and all associated trademarks and logotypes, are owned by Girl Scouts of the USA.
The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks are owned by Ferequity Inc., an affiliate of Ferrero Int'l, S.A. ®, ™ & © 2021 Ferequity Inc. CWC_050421