

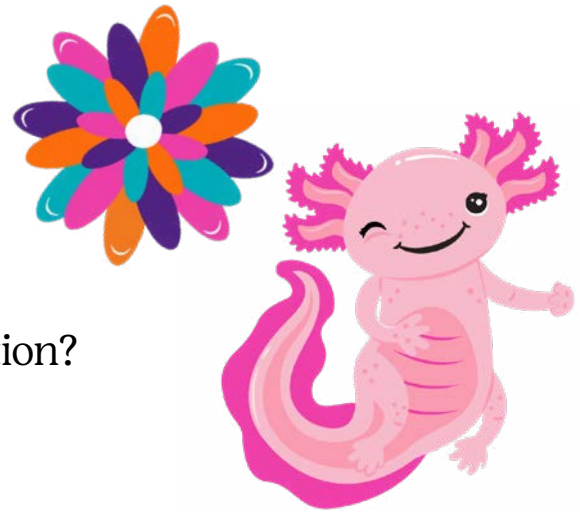


2024 Cookie Manual for Volunteers

Updated: March 26, 2024



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Cookie Basics

Welcome to the 2024 Girl Scout Cookie Program!

We're so glad to have you as part of this amazing entrepreneurial opportunity! Let the fun begin! Use this guide to help you navigate through the program!



Cookie Basics

The **Girl Scout Cookie Program**® is the largest girl-led entrepreneurial program in the world! It generates immeasurable benefits for girls, their council and the community!



Who can participate in the cookie program?

Girls in grades K-12 registered with GSNYPENN for the 2023-24 member year are eligible and encouraged to participate. A signed **Annual Permission/Health Form** is also required to participate. Girls with dual households should have each household complete a separate **Annual Permission/Health Form**.



Any adult registered/appointed with GSNYPENN for the 2023-24 member year is eligible to participate as a volunteer during the cookie program. If your troop is brand new in 2024, or if your troop has a new bank account and/or a new bank account signer, an ACH Form is required to process all cookie payments and refunds. Troops will need to work with their Membership Support Manager (MSM) to ensure this is complete.



Cookies With A Mission: 5 Essential Skills

What are your hopes for your Girl Scout? Certainly, you want her to make good decisions. Know how to manage money and how to set and reach goals—like attend college. The Girl Scout Cookie Program helps her succeed today and prepares her for future success. There's a good reason it's a beloved family tradition. How can you help your girls use these skills every day?



Goal Setting: Your Girl Scout sets cookie sales goals individually and with her team, creates a plan to reach them and develops cooperation and team building skills long the way!



Decision Making: Your Girl Scout helps decide how her team will spend their cookie money, furthering her critical thinking and problem-solving skills that will help her in many aspects of her life.



Money Management: Your Girl Scout takes cookie orders, handles customers' money and gains valuable and practical life skills around financial literacy.



People Skills: Your Girl Scout learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills she can use throughout her life.



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

2024 Cookie Program Dates

- **Tuesday, January 9, 2024** – Cookie program kicks off, Digital Cookie opens for customers to purchase cookies online for girl delivery and donations!
- **Tuesday, February 6, 2024** – In order to receive cookies during delivery week, troops must enter any order form orders into eBudde by 3 p.m. this will also include any cookies needed for the first weekend of booth sales. Girls—reach your goal by using your Goal Getter form to continue to take customer orders!
- **Week of February 26, 2024** – Cookies arrive, reach out to your Service Unit Cookie Coordinator to see when and where to pick them up! Troops can start selling at booth sales as soon as they receive their cookie order!
- **Sunday, April 14, 2024** – Girl Delivery ends through Digital Cookie.
- **Sunday, April 21, 2024** – Cookie program and Digital Cookie (direct ship) conclude. Thank you for all your time and support!



Find our full list of program dates on our Cookie Resources page!



How the Cookie Crumbles

The cookie program is not a prepaid sale. Girl Scout Cookies are paid for at the time of delivery to the customer (excluding Digital Cookie orders which are paid for online at the time of ordering). The price of a package cannot be altered in any way for any reason. As stated on each package of Girl Scout Cookies, “Baked by authority of Girl Scouts of the USA. This product is distributed and marketed exclusively through Girl Scout members. Any resale or redistribution is unauthorized.”

100% of the proceeds from the cookie program, after payment to Little Brownie Bakers, stays local within GSNYPENN to help support Girl Scouting in the 26 counties served by our council! Research from Little Brownie Bakers shows that customers purchase cookies to support Girl Scouting. They want to invest in helping girls achieve their goals and develop those essential leadership skills we all know are so important.

New Troop Proceed Levels

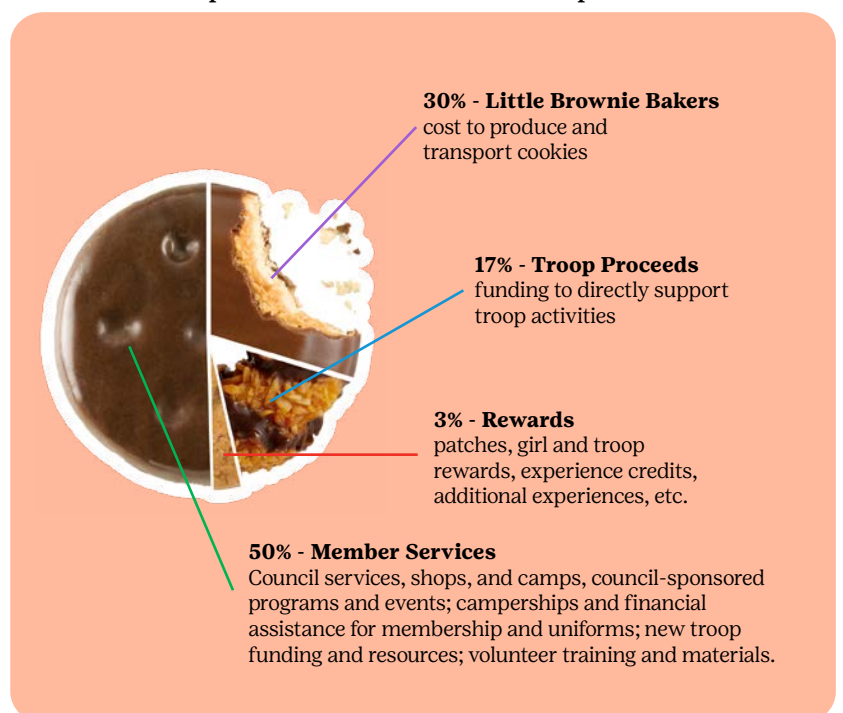
1-227 = \$.90 per package
228-287 = \$1.00 per package
288+ = \$1.05 per package

Opt Out:

Junior level (and up) troops can earn an extra 5 cents per package by opting out of rewards.

228-275 = \$1.05 per package
276+ = \$1.10 per package

Be sure to complete the required **Opt Out form** due by April 14, 2024.



Reminder: Girl Scout Cookie Program Pricing Changes for MY2024

After careful consideration, review and planning, our council has decided that the 2024 Girl Scout Cookie season is the optimal time to increase the price of cookies by \$1 per package, from \$5 to \$6 for both core and specialty varieties.

This price increase is based on high production costs from the baker, troop needs and increased expenses to provide an outstanding Girl Scout Leadership Experience. It will allow us to maintain and expand high-quality programming and services for our girl and adult members.

Looking at national cookie trends and consulting with industry experts, it was the recommendation to increase by \$1 per package to stay in alignment with Girl Scout Cookie pricing across the country and avoid multiple price increases in the future.

With this price increase, Girl Scouts and their troops will also earn more to power their Girl Scout experience. The PGA will be lower, troops will be able to earn up to \$1.05 per package before opt-out, additional reward levels have been added for individual sellers and Service Units will receive a per-package bonus.

We will provide our membership with FAQ information, in addition to issuing planned customer communication shared through our regional media outlets, closer to the January program start date. For now, please consider this information embargoed and confidential to GSNYPENN members. We expect our council's Girl Scout Cookie Program to continue to be successful in 2024 and beyond. Thank you for your continued support and participation!

REMEMBER: Money from customers is collected when cookies are delivered, except for Digital Cookie orders, which are paid for online at the time of the order.



2024 Girl Scout Cookies



| | | |
|--|---|---|
| <p>Trefoils®</p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. Ⓢ Ⓣ</p>  | <p>Do-si-dos®</p> <ul style="list-style-type: none">• Made with Natural Flavors• Real Peanut Butter• Whole Grain Oats <p>Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. Ⓢ Ⓣ</p>  | <p>Samoas®</p> <ul style="list-style-type: none">• Real Cocoa• Real Coconut <p>Crisp cookies with caramel, coconut and dark chocolate stripes Approximately 15 cookies per 7.5 oz. pkg. Ⓢ Ⓣ</p>  |
| <p>Tagalongs®</p> <ul style="list-style-type: none">• Real Cocoa• Real Peanut Butter <p>Crispy cookies layered with peanut butter and covered with a chocolate coating Approximately 15 cookies per 9 oz. pkg. Ⓢ Ⓣ</p>  | <p>Thin Mints®</p> <ul style="list-style-type: none">• Made with Vegan Ingredients• Real Cocoa <p>Crisp, chocolate cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. Ⓢ</p>  | <p>Girl Scout S'mores®</p> <ul style="list-style-type: none">• Made with Natural Flavors• Real Cocoa <p>Graham sandwich cookies with chocolate and marshmallowy flavored filling Approximately 16 cookies per 8.5 oz. pkg. Ⓢ Ⓣ</p>  |
| <p>Toffee-tastic®</p> <ul style="list-style-type: none">• No Artificial Flavors <p>GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. Ⓢ Ⓣ</p>   | <p>Adventurefuls™</p> <ul style="list-style-type: none">• Real Cocoa <p>Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. Ⓢ Ⓣ</p>  | <p>Lemon-Ups®</p> <p>NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS</p> <p>Crispy lemon flavored cookies with inspiring messages to lift your spirits Approximately 12 cookies per 6.2 oz. pkg. Ⓢ Ⓣ</p>  |

Where Can I Find More Helpful Information?

Scan or click on the QR Codes below to visit each link!



2023-2024 Cookie Season YouTube Playlist: bit.ly/3TtuVai

Learn everything you need to know to have a successful program! This YouTube playlist includes trainings and promotional content to share with customers.



GSNYPENN: gsnypenn.org/cookies

Customers visit this site to locate booth sales in their communities to help support girls. When troop booth sites are entered into eBudde, they're uploaded here! Caregivers and volunteers alike can also find a ton of helpful program information!



Digital Cookie: digitalcookie.girlscouts.org/login

Digital Cookie is an excellent way for girls to take their cookie program to the next level! Digital Cookie allows girls to email friends and family and ask them to purchase Girl Scout Cookies online. Customers will have the convenience of paying for cookies online and cookies will ship directly to the customer within days! Don't forget! Use the help button at the bottom of the page.



Little Brownie Bakers: littlebrowniebakers.com

The Little Brownie Bakers website has videos and learning opportunities, along with sales tips for a GREAT cookie season and easy recipes using our delicious cookies! Plus, download delightful graphics and suggested captions to help your Girl Scout market her cookies on social media. Perfect for volunteers, families and troops.



Blog: blog.LittleBrownieBakers.com

Check out exciting goal setting games and activities for girls!



eBudde: ebudde.littlebrownie.com

Troop website for ordering cookies and rewards, scheduling booth sales, keep track of sales and access your troop's cookie invoice (Sales Report), and much more!



eBudde Troop App for volunteers:

Every Troop Cookie Manager should have this app on their phone! This app allows troops to manage cookie orders in real time and on the go! Troops can also place additional cupboard orders, sign up for booth sales and much more!



Help Center: ebudde.LittleBrownie.com/help_nodes/

The help center is designed to guide you through the basics and help you overcome any special challenges that may come your way!



Cookie Finder: girlscouts.org/en/cookies.html

Customers visit this site to locate booth sales in their communities to help support girls. When troop booth sites into eBudde, they are uploaded here!



Make A Splash With Girl Rewards!

Her Cookie Business = A Family Affair

Meet the Cookie Entrepreneur Family Pin! The year-by-year pin collection is the latest addition to the Girl Scout Cookie Program—and was inspired by and designed for families just like yours! It's never been easier to support your girl as she develops business skills, makes amazing memories and earns a different pin for her uniform every cookie season. The simple, age-specific guidelines have been tailored for her developing skill set, making success a snap. Visit girlscouts.org/en/cookies/just-for-cookie-sellers/cookie-entrepreneur-family-pin.html.



2024 Own Your Magic with Patches & Charms

Earned Cookie Program Patches



Girls who sell at least 36+ packages throughout the program will earn this year's theme charm patch!



Techie Charm
18+ emails sent

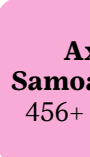
Cookie Heart Charm
24+ packages for GOC



Cookie Booth Charm
24+ packages at cookie booths



Frog Charm
600+ packages



Axolotl Samoas Charm
456+ packages



Own Your Magic Charm
60+ packages



Cookie Boxes Charm
96+ packages

“Axolotl questions” of your girls! Have them circle their favorite rewards!

Girls can earn amazing rewards as shown on her order form. Rewards earned are based on a girl's personal sales. Some rewards are earned as a troop when they work together to reach a common goal!



Troop Reward Bonuses!

Initial Order Rewards

Girls who sell 228+ packages during the Initial Order period will earn an Own Your Magic Crossbody bag!

Troops that achieve 228+ Initial Order Selling PGA will earn two Own Your Magic Crossbody bags for troop volunteers.

Troop Final Reward Bonuses

Troops that have a 276+Final Selling PGA will earn an Own Your Magic T-Shirt for each selling girl plus a t-shirt for two troop volunteers.

Be sure to add tee sizes to eBudde by 3 p.m. on Tuesday, April 2.



Ways to Participate

1. Expand Your Audience with Digital Cookie!



2. Paper Order Card & Goal Getter Form



3. Booth Sales



Facebook and Other Social Media Sites

Please remember, Facebook and other social media sites are a great and effective way to promote the cookie program. Girls can receive order commitments through these networks when shared with their friends and family, however, sales may not be transacted on the internet (including, but not limited to: eBay, Craigslist, Facebook Yard Sales, etc.) **Digital Cookie** (and in the fall, the Treats, Reads and More online program) are the exception for online sales as these sites are secure and developed specifically for Girl Scouts with girl safety and girl experience in mind.

Having issues with Digital Cookie? Click the **HELP** button to connect with Digital Cookie Customer Service through an online chat! You can also check out our council website for Quick Tip Guides to help you through the system!

Sweet Support with the GSNYPENN Gift of Caring Program

Making a world of difference...one cookie package at a time!

For many years, Girl Scouts across the country have used Girl Scout Cookies to show their appreciation for men and women in uniform or to support those in need. Council chooses an organization they want to benefit and give customers the opportunity to purchase cookies as a donation.

For various reasons, some customers do not want to buy cookies for themselves. With the Sweet Support Council Gift of Caring Program (CGOC), they have a chance to give to others while supporting Girl Scouting at the same time.

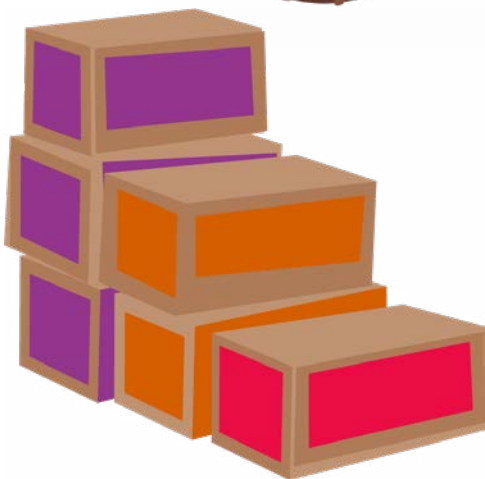
- Girls who sell 24+ packages Sweet Support packages will earn the Sweet Support Cookie Heart Charm
- Girls who sell 36+ packages Sweet Support packages will earn the Own Your Magic DIY Playing Card Set



Sweet Support with GSNYPENN's Gift of Caring! Donations received during the cookie program go towards GSNYPENN Sweet Support with Gift of Caring. Donations can earn you exclusive rewards! This year's Sweet Support recipients include (but are not limited to): Food Bank of CNY and Food Bank of Southern Tier!

Teach Girls Safety Guidelines for Selling Girl Scout Cookies

The following safety tips are adapted from Girl Scout publications Volunteer Essentials, Risk Management at Girl Scout Councils and Safety Activity Checkpoints. For more detailed information on these and other safety practices and procedures, please refer to the aforementioned publications. These safety tips should be shared and discussed with all girls prior to any product sales. They should also be reviewed periodically with the girls, as necessary.



- 1. Show You're a Girl Scout:** Wear a Girl Scout membership pin, uniform or Girl Scout clothing (e.g., a Girl Scout t-shirt) to identify yourself as a Girl Scout.
- 2. Use the Buddy System:** Always use the buddy system. It is not just safe; it is fun.
- 3. Be Streetwise:** Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you are unsure about an area or neighborhood.
- 4. Collaborate with Adult:** Adults must accompany Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults must be present at all time during booth sales.
- 5. Plan Ahead:** Be prepared for emergencies, and always have a plan for safeguarding money.
- 6. 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 (except at designated drive-thru cookie booths) or going into alleys.
- 7. Sell in the Daytime:** Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect Privacy:** Girls' names, home addresses or email addresses should never be given out to customers. Protect customer privacy by not sharing their information except as necessary for the product sale.
- 9. Be Safe on the Road:** Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- 10. Be Net Wise:** Girls must have caregiver permission to participate in all online activities and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities. Additionally, in order to participate in Digital Cookie girls must read and abide by the Girl Scout Digital Cookie Pledge and caregivers must read and abide by the Digital Cookie Terms and Conditions for caregivers.



Digital Cookie

Expand Your Audience with Digital Cookie!

Digital Cookie is an excellent way for girls to take their cookie program to the next level! Digital Cookie allows girls to email friends and family and ask them to purchase Girl Scout Cookies online. Customers will have the convenience of paying for cookies online and cookies will ship directly to the customer within days!

Digital Cookie is a great experience for girls! They can customize their own Digital Order Card with additional photos, videos and goals. They can create and send marketing emails to customers and track their sales with a real-time dashboard and have the opportunity to analyze their sales!

Starting on Friday, January 5, girls will gain access to Digital Cookie to set up their site, add emails and learn how to navigate the site. Emails will not go out to customers until the first day of the program on Tuesday, January 9. Encourage all registered girls to get in and join in on the fun!

How Does Digital Cookie Work?

Any Girl Scout registered with GSNYPENN for the 2024 member year is eligible to participate. Participating girls **MUST** have a valid caregiver email address included in their girl registration.

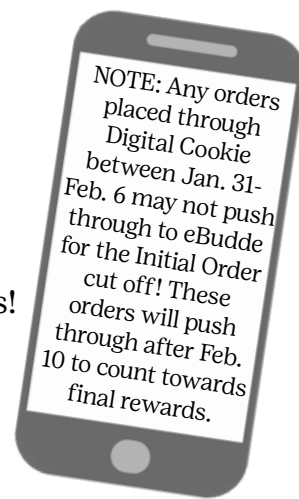
Caregivers will receive an email from “Girl Scout Cookie Program” with the subject line: *Ready. Set. Register for Digital Cookie*. This email will provide a link and instructions on how to access the system and start-up their Girl Scout’s account. Be sure caregivers check their junk mail, SPAM and/or promotions folder.

Orders placed through Digital Cookie will be paid for online. All payments and post-initial orders will flow directly into the eBudde system. No additional paperwork needed! It’s quick and easy. Encourage your girls to participate!

Girl Delivery Option with Digital Cookie

The girl delivery option will be available through **Sunday, April 14**. When ordering and paying online through Digital Cookie, customers will be able to choose to have their cookies delivered to them by the Girl Scout instead of having them shipped! Once girl delivery orders are approved by her caregiver, the payment will be credited to the troop, the order will show on a new line under the girl initial order in eBudde and will be delivered with the troop’s Initial Order the week of February 26. Cookies ordered through Digital Cookie after the Initial Order and March 24 must be added as an additional order by the troop leader and fulfilled from the troop’s extras.

Please remind and encourage your girls to participate in Digital Cookie. It takes only a few minutes and you will be surprised at how many orders your girls will get from this simple activity! Cookies ordered through Digital Cookie will ship out right away! Cookies arrive within 7-10 business days, depending on the day they are ordered! All online sales go towards the girl’s total! Girls who send 18+ emails will earn this year’s techie charm.



Check out our
**2024 Cookie Season
Playlist on YouTube!**



Learn more about
**Digital Cookie and
eBudde in this video!**



Learn more about
**your Troop Dashboard
in this video!**



Techie Charm
18+ emails sent

Booth Sales

Cookie Booth Essentials

How to maximize your booth experience, interact with customers, and stay safe!

Girl Scout Booth Sale Ratios

The Booth Sale Rules & Regulations breakdown for the Girl to Registered Adult ratios for all Girl Scout age levels. These ratios provide the appropriate adult coverage to ensure adequate supervision of girls, cookies, money, etc., during a booth sale. These are in place to ensure that there is adequate coverage in the event that: the booth needs additional cookies and an adult will have to run to the car to get more. If a Girl Scout has to use the restroom, one adult can stay at the table and the other adult can take her to the restroom. The second adult can also be a witness in the event of an injury. The second adult can help girls make change, count back money, watch over the cash box and help watch over the girls. Also consider the attention span, physical abilities and supervision needs of the girls. Rotate girls and take turns during the booth sale!



Regular booths

PREFERRED & RECOMMENDED: Two registered background checked volunteers

ACCEPTABLE: One registered background checked volunteer + 1 other adult

Girl Plus Caregiver Booths

PREFERRED & RECOMMENDED: At least one adult member with a background check on file

ACCEPTABLE: When it is only a girl and her parent, the adult need not be a registered member.

Booth Sale Reminders

Girl members may not engage in any direct solicitation for money. (Example: a donation jar on a booth sale table.) Any funds donated by a customer at a booth sale must be used to purchase cookies for the Gift of Caring Program. It is important to keep cash in a safe place and out of sight during the booth sale. Deposit cash as often as possible to prevent potential theft or break-in of vehicles.

Helpful Hint: Take a total inventory of your product before the booth sale. This will help at the end when you need to count money and track inventory. Make deposit ASAP.

Booth Sale Locations to Avoid

Certain locations may be inappropriate for young girls based on the standards of your local community, may negatively affect the cookie program experience for girls, and/or may negatively affect our brand in your community. For additional clarity, girls should not sell in or in front of establishments that they themselves cannot legally patronize. This includes casinos, wineries, bars, liquor stores, etc.

Credit Cards at Booth Sales

There are many inexpensive devices on the market that will make it easier for troops to collect funds at a booth sale (Pay Anywhere, Square, Spark Pay, etc.) If a troop decides to use such a device, it will be up to the troop to set up the program through their troop bank account. Research from other Girl Scout Councils offering this option to troops and Little Brownie Bakers shows the financial benefits of offering a credit card to customers outweighs the fees that go along with it. **Keep in mind, Troops can use Digital Cookie, fee-free, to take payments at their booth sales, walkabouts and when delivering to customers after the cookies arrive!**

Drive-Thru Booths

Locations Suitable for Drive-Thru Booths

- Empty or Vacant Parking Lots (schools on weekends, places of worship on non-worship days, seasonal businesses closed for winter, businesses closed on certain days, etc.)
- Corners or Sides of Parking Lots (where there are no entrance or exits behind or on sides of troop's parked vehicle)
- Parking Lots with Sidewalks or Safe Areas for Girls/Adults (smaller pull-thru lots with sidewalk or property to pitch a canopy)

Safety Procedure For Drive-Thru Booths:

- Girls and volunteers position themselves in a safe place to view traffic patterns (behind cones, between parked cars, behind tables, under a canopy, on sidewalks, etc.)
- Use cones/directional signs to direct approaching cars where to stop
- At first stop, customer scans QR Code and make payment via credit card
- Girls then prepare order, car pulls up to loading area, girls load cookies into open trunk of vehicle
- Girls hold up THANK YOU signs as customer drives off

Notes



eBudde Booth Scheduler for GSNYPENN-Organized Booth Locations

Troops will have several opportunities to sign up for GSNYPENN booth locations. At each time, troops will be able to sign up for **THREE** time slots on the following dates and times:

- Tuesday, January 23 at 9 p.m.
- Thursday, January 25 at 9 p.m.
- Saturday, January 27 at 9 a.m.
- Wednesday, January 31 at 9 p.m.

GSNYPENN-Organized Booth Locations

Certain booth locations are secured and coordinated by GSNYPENN staff and/or specific SU volunteers (due to GSUSA contracts or requests from the specific locations). Please do not contact these businesses on your own. Locations and available dates and times will be listed in eBudde starting in early January. Please note: these locations are subject to change without notice.

Below are a few examples of GSNYPENN-organized booth locations:

- Destiny USA and all mall locations throughout the GSNYPENN footprint
- All Walmart locations
- JOANN locations
- Sam's Club locations
- AmeriCU Credit Unions
- GNC

Learn more about
Booth Sales in
this video!



How to Sign-Up for a Booth Location in eBudde:

- Click **BOOTH SITE** tab on top navigation bar
- Click on **LOCATION** (e.g., Walmart) & then **CITY** (e.g., Ithaca)
- Click on the **DATE** desired
 - If a time slot is full, you will see **CLAIMED** in that slot
 - If a time slot is open, click on the available time and your troop number will populate the package
- Be sure to click on **SUBMIT** to reserve your slot!
 - If all times are taken, go to the next date desired and continue on until an open slot is selected
- Locations written in green have openings available
- After securing your time(s) and location(s), click on **CURRENT SIGNUPS** to see your location!
- Recommendation: Print and bring your troop's signup sheet prior to each booth sale. This print out will include a date stamp to ensure the correct troop should be at the location.

If you need to cancel a booth sale, please do so **ASAP** so that another troop can take your slot. They can be done on the Troop Dashboard.



SU/Troop Booths in eBudde

If your troop has an individual booth location (e.g., collaborating with a small business in your area), troops MUST add that booth location to eBudde 24 hours prior to the start of the booth sale.

- Login to eBudde Click the BOOTH SITE tab on top navigation bar
- Click “Add/Edit a Troop Booth”
- Click “+Add” and fill in the blanks
- Only sites approved by your SUCC are permitted for troops to attend
- If your troop would like to set up a booth outside of your SU, please reach out to your SUCC to help facilitate that partnership.

Remember: Troops can order additional cookies for their booth sales when they submit their initial order in eBudde by **Tuesday, February 6 at 3 p.m. Earlier time!**

Helpful Tips for Booth Sales

- Do not over order—you can always get more cookies!
- Thin Mints, Samoas and Tagalongs are the most popular flavors (see detailed info on page 18)
- All locations differ when it comes to sales—if you have never been to a location before do not over order, it is better to run out of cookies than to be left with too many!
- If you need help determining what to bring, please contact the GSNYPENN Product Sales team—we can help!
- Booth sales are fun! Customers love to hear about troop goals, what the troop plans to do with their proceeds, etc. So, tell them!
- If customers do not eat Girl Scout Cookies...treat them! Always offer the opportunity to donate cookies to Sweet Support!

Remember: Speak with kind voices! Do not shout at customers asking them to purchase cookies. Do not approach or chase after customers either.



Money Management & Financial Responsibility

Money from customers is collected when cookies are delivered, except for Digital Cookie orders, which are paid for online at the time of the order. **New this year:** At check out through Digital Cookie, customers can pay for cookies with a credit card, PayPal or Venmo! This is designed to give customers another option to pay when using a Girl Scout's or troop's link! Be sure to get a receipt every time you pick up cookies from your troop or make a payment. Keep all receipts for your records. Do not keep large amounts of cash lying around. Even if you do not have a scheduled troop meeting, set up a time to turn money into your troop often.

GSNYPENN Check Policy

- All checks accepted must be made payable to her Girl Scout Troop #XXXXX
- All checks must have the following:
 - Customer's name & address printed on check
 - Customer's phone number (including area code) printed or written on check
 - Customer's driver's license number printed or written on check
- NO STARTER CHECKS ACCEPTED!

When In Doubt About Something Cookie-Related, Ask For Help!

- Don't hold onto unsold cookies. Communicate with your troop as soon as possible so no one is stuck with them.
- Customers want the tastiest and freshest cookies! Keep cookies out of the car when not selling and away from heat sources like the sun, cigarette smoke, toxic fumes, pets, hungry siblings, etc.

A helpful hint: If your troop does not have a meeting scheduled before a payment is due, set up a time to meet and collect funds to avoid payment delay.

Who Can I Contact for More Help?

If you need help with anything related to cookies, please contact your SUCC. They are available to help you with all aspects of the cookie program. Fill this section out with their information!

My SUCC is: _____

SUCC email: _____

SUCC phone #: _____

Learn more about
how to get help
in this video!



During regular business hours, you can contact council these 3 easy ways:

- Email info@gsnypenn.org to create a Customer Service case
- Call Customer Care at 1.315.698.9400 or 1.800.943.4414
- Access our online chat feature for an immediate response by visiting gsnypenn.org and using the "Let's Chat" window in the lower right-hand corner (available on any page)



Step 1: Host a girl & caregiver meeting to set goals!

Sample Training Agenda

It is extremely important to share the importance of the cookie program with the caregivers of your Girl Scouts. Not only does it inform them of your troop's goals and plans, but it will increase involvement in the troop! Here are a few suggested topics for a girl and caregiver meeting.

GOAL SETTING – Work with your girls to see what they would like to achieve for this season. Maybe it's a trip or maybe they would like to all go to camp! Ask them!

PROGRAM DATES – With the help of the calendar share the information with caregivers so they are aware of program deadlines—especially when orders and payments are due! If the cookie payment deadline does not fall within your normal meeting time, set up a special payment drop off time with caregivers to avoid missing a cookie payment!

CAREGIVER EXPECTATIONS – What does your troop need help with? Do you need assistance sorting and picking up cookies? Do you need more troop helpers? This is a great way to communicate that with your caregivers.

FAMILY GUIDE – Every single girl must have a signed Cookie Program Family Guide before they can receive their order card. If a girl has a dual household, please have each household sign a guide. This meeting would be a great time to get signatures!

DIGITAL COOKIE – Digital Cookie is an easy and fun way for girls to reach customers and ask them for their support of the cookie program! Encourage your girls to participate with the help of their caregiver!

First-Aid & After-Hours Emergencies

Follow the guidelines and procedures as established by Safety Checkpoints and GSNYPENN. Call 1.315.698.9400 or 1.800.943.4414 and follow the instructions. A staff member will contact you ASAP!

**Cookie shortages/issues are NOT emergencies!
Please contact GSNYPENN during regular business hours.**

Social Media and the Girl Scout Cookie Program

Girls may only post about their participation in Digital Cookie and the cookie program in general on social media sites that allow them to restrict access to friends and family (e.g., Facebook), and not to social media sites open to anyone (e.g., Craigslist, eBay, etc.). Digital Cookie is the only exception for online cookie sales. Digital Cookie is a secure site and specifically developed for the Girl Scouts, with safety and girl experience in mind.

Links to a Girl Scout's Digital Cookie site cannot be shared on a public facing forum. This includes, but not limited to: Next Door, Facebook Marketplace, apps such as Let Go, eBay, Craigslist, online Yard Sale sites, etc. Girls are able to email friends and family directly through Digital Cookie. Caregivers can share their Girl Scout's link to their Facebook page as long as it is a private page.

Keep in mind that volunteers, parents/caregivers, and Girl Scouts may not secure paid media to enhance a troop's or individual's positioning in the media.

Check out this amazing upcoming trip to Savannah, GA girls can earn!



The Girl/Adult Partnership

Underlying all the lessons that girls can learn from their participation in the cookie program is the girl/adult partnership. Ideally, this is a partnership between the girl and her troop or group leader and a partnership between the girl and her caregivers. It is important to remember that girls and adults are in partnership when an adult:

- Helps a girl make a decision by asking questions rather than providing answers
- Guides rather than leads
- Advises rather than judges
- Helps a girl to be the person she wants to be

During the cookie program, the girl/adult partnership might look like this, with an adult:

- Working together with a girl to complete a task, resolve an issue, or plan an activity
- Working together with a girl to make plans and set goals
- Assisting a girl by giving her access to the information and training she needs but letting the girl do the selling and delivering of cookies
- Guiding a girl in understanding the finances of the cookie sale and letting her practice the skills
- Advising a girl on ethics and fair practices, and letting her make her own decisions and accept the consequences
- Helping a girl understand her responsibility to support her local council but ensuring that her participation is voluntary



Step 2: Time to place an initial order!

How to Submit Your Initial Cookie Order

Prior to the initial order submit on Tuesday, February 6 at 3 p.m., be sure to review the list of your girls under the Girls Tab in eBudde. Email info@gsnypenn.org before **February 1** if you notice any girls not listed within your troop. Once you have checked the Girls Tab for accuracy, you can start entering their initial order into eBudde!

New this year!

Caregivers can now enter in order form orders directly into Digital Cookie! Any order form order entered into Digital Cookie by Sunday, February 4 will automatically push to eBudde! Troop volunteers will only need to verify/update as needed. Please note that once a caregiver enters an order, it cannot be adjusted by the caregiver, only the troop volunteer. Check out [this video for full details!](#)

Need Cookies for Your Booth Sale?

Troops can order booth sale cookies at the same time they order their initial order cookies for their girls! **These additional cookies will arrive with the girl's initial order, the week of February 26.**

1. Scroll all the way down until you see the BOOTH row and click that! Fill in the quantity by specific variety you would like to order in addition to the girl's orders. If you placed a booth order last season, eBudde will list it as a reminder for you! Ex: in grey LY=48. **DO NOT ORDER COOKIES IN THE "OTHER" ROW!**
2. Click SAVE. Remember: you can always get more cookies by checking the Cookie Exchange in eBudde. Also, reach out to your SUCC as they may know of a troop in your SU that has extras!

The sales at booths all depend on the location, time, weather, etc. If you are new or unsure as to how many cookies to order for a booth sale, follow the national data on cookie popularity to help order cookies or contact your SUCC, GSNYPENN Product Sales or another troop leader for help.



National Data on Cookie Popularity (Based on average sales)



DO NOT over order cookies!
You cannot return them once you order them!
You can always get more if you need them!



Learn more about the initial order in this video!



How to Submit Your Initial Order Rewards

Even if you have girls that do not qualify for the initial rewards, your troop's reward order must be submitted. After you submit your initial cookie order, you can submit for the initial order rewards!

1. Click the REWARDS tab.
2. Click FILL OUT for INITIAL Rewards. This will list every girl in your troop and how many recognitions she earned (if applicable). Scroll down and eBudde will give you a total of items ordered for your troop (if applicable).
3. Click the orange SUBMIT INCENTIVE ORDER button.

SUCC will let you know when the initial rewards arrive! Be sure to get them to your girls as soon as possible so they can enjoy them and utilize them during the final part of the cookie program.

NOTE: Any orders placed through Digital Cookie between Jan. 31 & Feb. 6 may not push through to eBudde for the Initial Order cut off!

Learn how to submit your initial order in this video!



Step 3: Time to pick up your troop's cookies!

Initial Order Deliveries & Pick Ups

Cookies are delivered starting the week of February 26 Your SUCC will inform your troop where/ what time/day you will receive cookies! SUCCs are always looking for help with cookie deliveries. Check with your SUCC to see how you can help during this busy time!

What You Will Receive At Pick Up

Besides a whole carload of cookies, you will receive what is known as a BILLING PACKET. Inside that packet, you will find flyers for any GSNYPENN updates along with a 2-part receipt that must be signed for (signed white copy goes to your SUCC. You keep the signed yellow copy), a bubble sheet that will help with counting your cookies and an invoice for your 1st ACH.

What to Bring to Cookie Pick Up

An empty car is the best way to pick up your troop's cookie order! Leave grandma, sports equipment, groceries, kids, car seats, etc., at home if possible. It is also advised to bring your order from eBudde to double check what your troop should expect for the initial order! Be sure to sign for the cookies after you've counted the whole order and reviewed it with your SUCC.

Cookie Problems?

Check your orders for correct counts and potential damages. You will only have 48 hours to report all overages/shortages/damages. Please email info@gsnypenn.org if you need a replacement or need an adjustment on your bill.

Product Complaints

If you have a customer who is unhappy with their package of cookies, please offer them a replacement or refund. You can also bring the empty package to your nearest Service Center for a replacement or GSNYPENN staff will adjust your bill. Customers can also contact Little Brownie Bakers directly by calling 1.800.962.1718.

**DO NOT discuss complaints with the media.
Direct all media-related questions to info@gsnypenn.org.**

Time to Distribute Cookies to the Girl

Always provide a receipt for cookies picked up and for payments made. A receipt must be provided every time a package leaves the troop and goes to a girl. Receipts are required for any potential caregiver collection.

Step 4: How to get more cookies!

Need More Cookies?

If you used all the cookies received from the initial order, the best place to check for available cookies is the COOKIE EXCHANGE in eBudde. The Cookie Exchange is a place for troops throughout GSNYPENN to place their troop's unsold cookies. Troops will list their available cookies by variety! If you find a troop (or troops) that have what you need, reach out to them using the email listed. If you are able to take the cookies off their hands... GREAT! Set up a time to facilitate the pick up. Make sure you have receipts signed. Give the receipt to your SUCC and they will transfer the cookies to your troop and out of the other troop!

Learn more about getting more cookies in this video!



Too Many Cookies?

Communication is key when it comes to cookies! If your troop has too many cookies, be sure to let your SUCC know ASAP or post your unsold cookies in the COOKIE EXCHANGE in eBudde. Troops that have unsold cookies can list them in the exchange for other troops to see. Your SUCC will be able to find a troop in your SU that may need what you have too many of, so it's important to do this BEFORE the end of the program! Troops hosting booth sales the last weekend of the program can utilize what other troops have leftover!

Our goal is for troops to have NO cookies left unsold. If your troop does not sell/transfer cookies by Sunday, March 31, your troop is responsible for paying for them.



Step 5: Responsible money management!

Responsible Money Management Tips

- Set-up meeting times for caregivers/girls to turn in money collected
- Set-up meeting times to coordinate with GSNYPENN payment due dates to be sure all ACH transactions are covered. See calendar for full ACH dates.
- Give caregivers a receipt when money is collected
- Make deposits into troop accounts frequently, do NOT hold on to cash and checks!
- Keep a lockbox or zippered pouch to keep cash safe at booth sales—
- An adult should be near it at all times!
- Keep track of cookie inventory and make sure you write up receipts for all cookie transactions

Payment Policy

The troop is responsible for depositing all monies into the troop account. Reference Volunteer Essentials for additional information on troop bank accounts. ACH transactions may take 3-5 business days to clear your account once initiated. GSNYPENN requires a signed Payment Policy on file with accurate account and signer information. If any information changes (account # or signer) or if you are a new troop, a Payment Policy MUST be completed! Check with your MSM or SUCC for more information!

Cookie Payments

Only cookies ordered under the girl will be processed via ACH on Wednesday, March 20. What does that mean? If your troop orders cookies for booth sales under the BOOTH SALE row in eBudde, GSNYPENN will not include that order in your first ACH! Please note that if you order cookies under the OTHER row in eBudde, will be included in the first ACH. GSNYPENN will ACH cookies at \$5/package.

Example: If your troop sold 1,500 girl order packages, the ACH will be half of 1,500 packages. 750 packages at \$6/package equals \$4,500 for the 1st ACH payment.

**Concerns about your ACH payment?
Contact troopbanking@gsnypenn.org on the Monday prior to each ACH date.**

GSNYPENN Check Policy

- All checks accepted by the troop must be made payable to Girl Scout Troop XXXXX (e.g., Troop 10999)
 - All checks MUST have the following information:
 - Name and address printed on the check
 - Phone number (with area code) printed or written on the check
 - Driver's license number printed or written on the check
 - In the event a check bounces in the troop account, GSNYPENN will reimburse the troop for the face value of the bounced check IF and ONLY IF ALL of the above information is on the check!
 - NO STARTER CHECKS ACCEPTED!

Caregiver Collection Policy

Do not pay for a Caregiver Collection with troop proceeds! Girls and their troops work very hard during the cookie program. Proceeds earned during the cookie program belong to the troop and should be available for girls to utilize. If a caregiver does not pay for their portion of the cookies, the girl should not be affected. Caregivers go into collection, not girls.

If you do not receive payment from a caregiver (full or partial), fill out the **Caregiver Collection Form** found on our website and mail it, along with a copy of the signed Family Guide and copies of signed cookie receipts, to:

GSNYPENN
Attn: Troop Banking
960 James Street, Fl. 2
Syracuse, NY 13203

All documentation must be submitted by Monday, April 22. Only Caregiver Collections with signed permission slips and signed cookie receipts will be accepted!



Step 6: Closing out the program!

How to Assign Cookies & Submit Your Final Reward Order

In order for girls to receive rewards for their total cookie sales, cookie sales must be added to each girl through eBudde. **This is required and must be submitted prior to 3:00 p.m. on Sunday, April 28.**

1. Click on GIRL ORDERS Tab
2. Click on a girl's name
3. Click +Order., select the appropriate column, type the number of packages sold
4. Click OK
5. Click Save, repeat as needed until all cookies in your inventory are assigned to girls (eBudde will not allow you to assign more cookies than available in your inventory, DIFFERENCE row should be all zeros!)

Learn more about closing out the program in this video!



To Order Rewards for Your Girls

1. Click on REWARD Tab and click FILL OUT for FINAL Rewards. It will list every girl in your troop and how many recognitions she earned (if applicable). If you see a girl with a red warning size/catalog selection needed, click her name and select her T-shirt size and/or the reward she would like.
2. Once that is complete, scroll down & click SUBMIT for that girl. Repeat until all red warnings are green!
3. When that is complete, click the SUBMIT INCENTIVE ORDER button.
4. That's it!

Be sure to select the item she earned (and would like) and enter it in eBudde! If a reward is not selected for a girl in eBudde, she will receive the default item listed in eBudde. After the rewards are submitted, they cannot be changed for a different item!

Step 7: Celebrate your achievements!

You and Your Troop Worked Hard, Let's Celebrate!

The cookie program is a team effort between the girls, volunteers and families! Encourage your girls to send thank you notes to the adults, organizations and customers that made the program possible! It is also a nice idea to send thank you cards back to your girls!

Your SUCC will contact you when rewards arrive in June. It is very important to hand them out to your girls as soon as possible! Set up a pizza party or another celebratory event!

Talk to your girls to get their feedback regarding the program! See what worked during this season and what you can improve on for next season.




January 2024



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|--|---|---|---|---|
| | 1 | 2 | 3 Volunteer Access to eBudde & Digital Cookie Begins | 4 | 5 Caregiver/Girl access to Digital Cookie begins! Girls can begin personalizing their sites! | 6 |
| 7 | 8 | 9 Cookie Program Begins! | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 1st Booth Scheduler Sign up for 3 GSNYPENN booths starting at 9 p.m. | 24 | 25 2nd Booth Scheduler Sign up for 3 additional GSNYPENN booths starting at 9 p.m. | 26 | 27 3rd Booth Scheduler Sign up for 3 additional GSNYPENN booths starting at 9 a.m. |
| 28 | 29 | 30 | 31 4th Booth Scheduler Sign up for 3 additional GSNYPENN booths starting at 9 p.m. | Don't Forget! Check eBudde to make sure all registered girls are listed. If any registered girls are missing, email info@gsnypenn.org . Remember, newly registered girls are uploaded daily throughout the program! | | |






















February 2024

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|--|--|--|---------|--|
|  4 Last day for caregivers to enter order form orders into Digital Cookie! |  5 |   6 Troop Cookie Manager Initial Order Submit by 3 p.m. |  7 | 8 SUCC Initial Order Submit by 3 p.m. | 9 10 | 11 12 13 14 15 16 17 National Girl Scout Cookie Weekend! Pre-Season & Early Bird Booth Sales |
| 18 National Girl Scout Cookie Weekend! | 19 20 21 22 23 24 | 25 26 27 28 29 30 | Delivery Week Girls should start delivering cookies ordered during the Initial Order! | | | |

March 2024



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---|---------|--|----------|--------|--|
|         | | | | | 1 |  Delivery Week |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 1st ACH 50% of Initial Order | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 |           | | | | | |



April 2024

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|-----------------------------------|---------|--|---|--------|----------|
|  | 1 | 2 | 3 2nd ACH 50% outstanding balance due | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 Last day of Girl Delivery option through Digital Cookie | 15 | 16 | 17 3rd ACH any remaining balance due | 18 | 19 | 20 |
| 21 - 2024 Cookie Program ends - Digital Cookie closes - Last day for booth sales | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 Troop Cookie Manager Final Submit by 3 p.m. | 29 SUCC Final Submit by 3 p.m. | 30 | 31 | June 2024: Anticipated Rewards Arrival May 1 Final ACH Payment (outstanding balance) | | |

Notes



Questions?

Contact GSNYPENN Customer Care by email at info@gsnypenn.org, by phone at **1.315.698.9400** or **1.800.943.4414** or visit us online at gsnypenn.org and use the **Let's Chat** to interact during regular business hours.

Program, rewards and dates are subject to change without notice.