

girl scouts  
of kentuckiana



# Meeting Agenda

Welcome  
Additional Training Opportunities  
Glossary of Key Cookie Terms  
2024 Cookie Lineup  
Virtual Rally/In Person Events  
Troop Profit and Rewards  
Updated Rewards Structure and Special Highlights  
General Housekeeping  
Cookie Program Phases  
Keys To Cookie Program Success  
Cookie Booth Participation  
Additional Cookies and Cookie Money Tips  
Maximize Your Cookie Program Potential  
Important Dates and Resources





# Glossary of Key Cookie Terms



**Technology Terms**  
eBudde AND eBudde Troop App Plus  
Digital Cookie/Digital Order Card (DOC)  
Clover Account/Clover App  
Girl Scouts of Kentuckiana Website



**Other Cookie Terms**  
Packages and Cases  
Per Girl Average (PGA)  
Cookie Cupboards  
Kentuckiana Credits



A full list of frequently used cookie terms can be found in the New Leader Guide. Available to view on the GSK website.

[www.gskentuckiana.org/cookieresources](http://www.gskentuckiana.org/cookieresources)



# 2024 Cookie Lineup

- 9 flavors this year.
- \$6.00 Core/\$7.00 Specialty.
- 8 pack samples are available.
- S'mores will be available at cookie cupboards.
- Toffee-tastic is only available during the initial order.
- Raspberry Rally will not return for 2024.

<p><b>Lemon-Ups®</b> 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> 	<p><b>Trefoils®</b></p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. Ⓢ</p> 	<p><b>Do-si-dos®</b> • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats</p> <p>Oatmeal sandwich cookies with peanut butter filling Approximately 20 cookies per 8 oz. pkg. Ⓢ</p> 
<p><b>Samoas®</b> • Real Cocoa • Real Coconut</p> <p>Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 7.5 oz. pkg. Ⓢ</p> 	<p><b>Tagalongs®</b> • Real Cocoa • Real Peanut Butter</p> <p>Crispy cookies layered with peanut butter and covered with a chocolaty coating Approximately 15 cookies per 6.5 oz. pkg. Ⓢ</p> 	<p><b>Thin Mints®</b> • Made with Vegan Ingredients • Real Cocoa</p> <p>Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. Ⓢ</p> 
<p><b>Girl Scout S'mores®</b> • Made with Natural Flavors • Real Cocoa</p> <p>Graham sandwich cookies with chocolaty and marshmallowy flavored filling Approximately 16 cookies per 8.5 oz. pkg. Ⓢ</p> 	<p><b>Toffee-tastic®</b> • No Artificial Flavors GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. Ⓢ</p> 	<p><b>Adventurefuls™</b> • Real Cocoa</p> <p>Indulgent brownie-inspired cookies with caramel flavored crème filling and a hint of sea salt Approximately 15 cookies per 6.3 oz. pkg. Ⓢ</p> 





## Troop Profit and Rewards

Seven Core Cookie Flavors

\$6.00 per package - Troop Profit \$0.80 per package

Two Specialty Cookie Flavors

\$7.00 per package - Troop Profit \$0.90 per package

**Troop profit has increased by \$0.10 per package for 2024.**

**Rewards have been adjusted and several levels lowered or added to help Girl Scouts reach their goals in a price increase year.**

## Cadette, Senior, and Ambassador Reward Option

Troops can opt out of rewards for additional troop profit of \$0.10 per package.

Troops that opt out of rewards can still earn Troop Initial and Final PGA rewards.

Girls can still earn the theme patch, bar patch, and Kentuckiana Credits.



*Super Troop*

**Super**  
2024

**+\$0.05**  
per package

Super Patch *AND* troop receives additional \$0.05 per package for all cookies sold

300+ packages PGA

A young girl with glasses is smiling and holding two packages of Super Troop cookies. The background shows stacks of boxes.



*Bar Patch*

100+  
200+  
300+

One bar patch earned at the highest level in increments of 100 from 100+ to 1,000+ packages sold. Bar patches are also available at every 500 package increment from 1,500+ to 7,000+.

100+ packages

A graphic showing three bar patches with the numbers 100+, 200+, and 300+ on them. The background is decorated with colorful bunting.



# Rewards




**1,000+ Celebration Event (Girl Reward)**  
Girls that sell 1,000+ packages

**Troop Initial Per Girl Average (PGA) Reward**  
225+ packages PGA

**Troop Final Per Girl Average (PGA) Reward**  
265+ packages PGA


**Troop Initial Per Girl Average (PGA) Rewards**



Cookie Boxes Charm *AND* Lanyard  
One set for each selling girl and three additional lanyards for adults

225+ packages PGA

**Troop Final PGA Rewards**



T-Shirt and Goal Getter Patch  
One set for each selling girl and three additional shirts for adults


265+ packages PGA

**Special Mystery Event Drawing**

Every girl that sells 300 packages will be entered into a drawing to win a special event cookie sellers are sure to love.

This covers travel and overnight accommodation for the entire troop. Girl Scouts will receive a chance to win for every additional 100 packages sold over 300.

300+ packages





# General Housekeeping

## Are you and your girls registered with Girl Scouts of Kentuckiana?

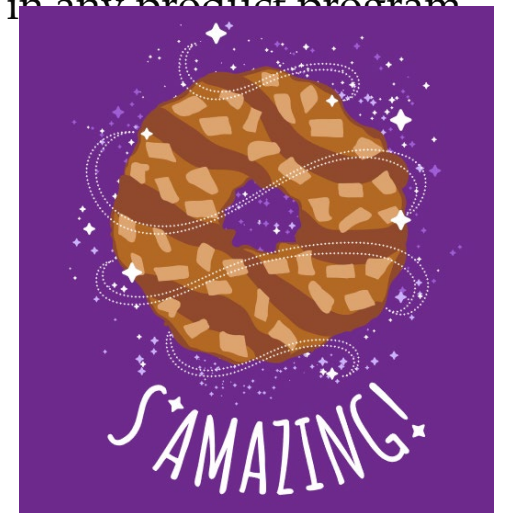
- The troop leader and girls must be registered to be uploaded into eBudde, the cookie sales tracking and inventory system.
- Registration is required to participate.
- New leaders will receive a special guide with a detailed glossary of terms, and highlights of important parts of the program.

## Do you have a troop bank account?

- You must have a bank account with two unrelated adults on the account in order to participate in any product program.
- Cookie funds are collected via ACH from the troop bank account.
- If you need help regarding troop bank account set up contact Volunteer Care.

## Do you have cookie materials for your troop?

- Cookie materials shipped directly to troops based on girls registered by November 10, 2023.
- Troops can request additional materials.



# Cookie Program Phases

## When, Where and How?

Cookie Program Begins on January 15, 2024

### Initial Orders

January 15, 2024 – February 5, 2024  
Digital Cookie and Paper Order Card

### Additional Paper and Digital Orders

February 6, 2024 – March 31, 2024

### Cookie Booths

March 8, 2024 – March 31, 2024

Troops may host cookie booths as soon as they have cookies.

Each phase of the Cookie Program has rewards that can be earned.  
Most rewards are cumulative.



## Digital Cookie

Digital Cookie begins January 15, 2024.

Volunteer access on January 6.

Parent/Guardian welcome email will be sent on January 9 to all registered Girl Scouts.

## Girl Delivery

Customers will order online and pay for the order. Girls will deliver cookies to customers in March. Parents must approve or decline the girl delivered order within 5 days or it will default to the customer's second choice of donate or cancel the order.

## Direct Ship

Customers will order online and pay for shipping.

4-8 packages: \$12.99

9-12 packages: \$14.99

**GSK shipping promotion during the initial order.**

**\$10 off shipping 12+ packages.**

## Donate Operation: Cookie

Customers can make a \$6 donation. Troops and girls will still receive credit for these "virtual" packages of cookies.

## Digital Cookie



Techie Charm

12+ packages



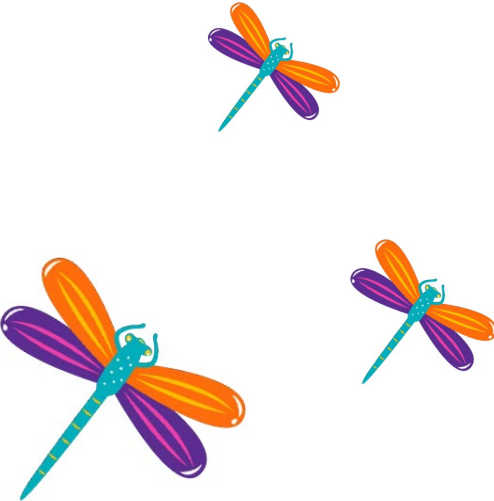
Cookie Tech Patch

25+ packages



# Operation: Cookie

Operation: Cookie is a council-wide campaign. Troops can take orders for cookies that will be shipped directly to military troops and organizations as well as first responders.



## Operation: Cookie



Cookie Heart Charm

12+ packages



Gift of Caring Patch

25+ packages



# Initial Orders



Frog Charm

25+ packages

January 15, 2024 – February 5, 2024

## Digital Cookie Begins

January 15, 2023 (Girl delivery, Ship and Donate)

## Paper Order Card Begins

January 15, 2024

The initial order in eBudde should consist of all girl delivered Digital Cookie orders, paper orders, and additional cookies for booths.

Troops will submit their initial order and rewards in eBudde by February 5, 2024.

There are girl and troop rewards earned during the initial order phase of the program. These rewards will be delivered to the troop with the initial cookie order.



75+ packages



Axolotl Socks

100+ packages



## Cookies Are Here!

Once troops have submitted their initial cookie order and rewards, the cookies will be delivered to the council warehouse to be distributed to troops. February 19-29, 2024 is when troops will get their initial order cookies and initial rewards.

Area/Service Unit pick up at designated locations.  
Direct to troop delivery 300+ case order.

Louisville Armstrong Warehouse  
(February 29 – March 1-2, 2024)



# Additional Orders and Cookie Booths

## Additional Orders

February 6, 2024 – March 31, 2024

Special girl and troop rewards can be earned during this phase of the program.  
These rewards will ship to the troop after the program has ended.



## Cookie Booths

March 8, 2024 – March 31, 2024



## Cookie Booth Participation

Plan to participate in Cookie Booths!

- Service Unit Booths.
- Open Council Booths in eBudde.
- My Sale Troop Booths.
- Family Booths.

Look for cookie booth training in early February.





# Keys To Cookie Program Success

- Host a family engagement meeting.
- Share cookie materials including permission slip and Digital Cookie quick start flyer.
- Identify parent helpers in your troop. Assign individual roles.
- Discuss goals for the troop and individual girls.
- Let families know about pins and badges girls can earn.

**girlscouts** **Digital Cookie®**

This cookie season, superpower your sale by adding Digital Cookie® to your toolkit.

**1. Register for Digital Cookie®**

Create your Digital Cookie Password for email address: poernamap@boston.com

When you create your password, a confirmation email will be sent.

Look for the Digital Cookie® registration email in your inbox to register. If you can't find it, contact your council.

**2. Set Up Your Site**

Take a few minutes to set your sales goal, share your cookie story, and upload a fun picture or video. Then publish and go!

**3. Invite Customers**

Use the Digital Cookie® app to sell cookies wherever you go!

The app makes it easy for you to take payment from customers purchasing cookies.

Use the email in Digital Cookie® to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.

**4. Track Your Progress**

Use your Digital Cookie® platform to track sales and inventory and check progress towards your goal.

The Girl Scouts name and mark, and all associated trademarks, including but not limited to Girl Scout Cookies, Girl Scout Cookie Program, Thin Mints, Treasures, Digital Cookie® and the Treble design and mark are owned by Girl Scouts of the USA.

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

## Additional Cookies

### Why will I need more cookies?

- Girls will continue to sell cookies with paper order cards.
- Girls will continue to sell cookies online with Digital Cookie.
- You will need cookies for cookie booths.



### How will I get cookies?

- Throughout the council, there are “cookie cupboards” that are either council operated or volunteer operated.
- You will be able to order cookies through eBudde to pick up at cookie cupboard locations.
- Keep in mind, Toffee-tastic will only be available to order with the initial order. S’mores and all other flavors will be available at cookie cupboards.

A full list of cookie cupboards will be available at [gskentuckiana.org/cookieresources](https://gskentuckiana.org/cookieresources).



# Cookie Money Tips



## When do we collect money?

- Troops should always give and save copies of signed receipts for cookies and payments.
- Girls should collect payment when they deliver cookies.
- Families should pay the troop by the end of the cookie program.
- Troops should make frequent deposits in their troop bank account with both family payments and booth sales.

**All cookie money is due in the troop bank account by April 1, 2024.**

## What about Digital Cookie payments?

- All Digital Cookie sales are paid for online. You will never have to collect money for any Digital Cookie orders.

## What if a family is late or fails to pay the troop for cookies?

- Troops have the opportunity to submit a [Family Owing JotForm](#). This will exempt the troop from owing the council for the missing funds due from the family. The proper documentation must be submitted. The council will then pursue collections with the family.

## What if the troop has cookies left over? Can we return unsold cookies?

- No, once the troop has picked up cookies and accepted responsibility for them, they are financially obligated to pay for the cookies, even if they are unsold.



# Maximize Your Cookie Program Potential



Set Troop goals and encourage Girl Scouts to set individual goals.

Encourage participation in all levels of the program.

Take advantage of marketing resources.

When delivering cookies, have your Girl Scout include a thank you note with a link or QR code to their Digital Cookie site, in case customers need a “refill”.

Be aware of Council cookie communications including the weekly Product Power Connection e-newsletter, emails from the eBudde system and your Service Unit connections.

Additional training and resources will be available throughout the program.

Opportunity to request one-on-one training for you with Council staff.



## 2024 Cookie Program Important Dates

eBudde AND Digital Cookie Open to  
Volunteers January 6, 2024

Digital Cookie AND Paper Orders Begin  
January 15, 2024

Troop Initial Order Due  
February 5, 2024

Cookie Initial Deliveries  
February 19-29, 2024

Booth Sales  
March 8-31, 2024

A full list of all Cookie Program dates can be found at [gskentuckiana.org/cookieresources](https://gskentuckiana.org/cookieresources).





**THANK YOU!**

GSK Adult and Girl Product Program  
Focus Group Members.  
Service Unit Managers and Cookie Teams.  
Troop Volunteers.  
Families, Parents, and Caregivers.

YOU make this program amazing!



## **Important Resources**

**eBudde –**

[www.ebudde.littlebrownie.com](http://www.ebudde.littlebrownie.com)

Volunteer access on January 2, 2023

**Girl Scouts of Kentuckiana Website**

[www.gskentuckiana.org/  
cookieresources](http://www.gskentuckiana.org/cookieresources)

**GSK Volunteer Care Team**

[volunteercare@gskentuckiana.org](mailto:volunteercare@gskentuckiana.org)

888-771-5170

**Diana Clark, Product Sales Manager**

[dyclark@gskentuckiana.org](mailto:dyclark@gskentuckiana.org)

502-716-7236

**Brooke Slone, Director of Product and Merchandising**

[bslone@gskentuckiana.org](mailto:bslone@gskentuckiana.org)

502-716-7230

