# 2024 

# Girl Scout Cookie Program Volunteer Guide 



## Table of Contents

From our CEO
2023 Cookie Program Top 20 Troops
What's New for 2024
Important Dates
Cookie Basics ..... 7
The Five Skills ..... 7
Troop Basics
Cookie Lineup ..... 77
Who Can Participate? ..... 7
How Do We Get Started? ..... 7Materials
Training
Safety Tips
Financial Responsibility
Cookie Payments
Bank and Receipt ProceduresDigital CookieOperation: CookieWhat's in a Box?
Entrepreneurship Badges \& Pins
eBudde ..... 13
Initial Log In ..... 13
Troop Dashboard ..... 13
Contacts Tab ..... 14
Settings Tab ..... 14
Girls Tab ..... 15
Initial Order Tab ..... 15
Submitting Initial Order ..... 16
Delivery Tab ..... 16
Rewards Tab ..... 16
Girl Orders Tab ..... 17
Record Girl Payments ..... 17
Booth Sales Tab ..... 18
Add Your Own Booth ..... 18
Booth Sales Recorder ..... 19
Transactions Tab ..... 19
Cookie Exchange Tab ..... 20
Payments Tab ..... 20
Sales Report Tab ..... 20
Reports Tab ..... 20
Submitting Final Rewards Order ..... 20
Tap into the Power of eBudde Mobile ..... 21
Delivery Procedures ..... 22
Initial Order Deliveries ..... 22
How Many Cases Can Your Car Carry ..... 22
Instructions for
Louisville Metro Drive-Thru ..... 23
How Do Girls Get Cookies? ..... 23
How Do Customers Get Cookies? ..... 23
Booths and Cookie Cupboards ..... 24
Types of Approved Booths ..... 24
How Booths are Secured ..... 24
Cookie Booth Guidance ..... 24
Suggested Cookie
Amounts for a Two-Hour Booth ..... 25
Cookie Cupboards ..... 25
Rewards and Patches ..... 26
Rewards for Initial Girl Orders ..... 26
Rewards for Final Girl Orders ..... 27
Troop Initial Per Girl Average Rewards ..... 31
Troop Final Per Girl Average Rewards ..... 31
Super Troop ..... 31
Super Troop Adventures ..... 32
Digital Cookie ..... 33
Operation: Cookie ..... 33
Special Mystery Event Drawing ..... 33
Kentuckiana Credits ..... 34
Crossover Patch ..... 35
Bar Patch ..... 35
Cadette, Senior, and Ambassador Reward Options ..... 36
Service Unit Cookie Chairs ..... 38
Service Unit Cookie Chair Basics ..... 38
Selecting a Cookie Delivery Station ..... 38
Cookie Booths ..... 38
Quick Reference ..... 39
Online Cookie Resources ..... 40

## Greetings, Girl Scouts!

This year's cookie season theme is "Own Your Magic." Girl Scouts will discover how they can make magic through the Cookie Program. They'll be setting goals, devising marketing plans, and building their entrepreneurial skills. And they'll do it backed by a huge number of supporters...Their families, troop leaders and community are ready to make magic with them!

The Cookie Program starts with having a well-loved, great-tasting product to sell. And this year our product's price has increased. We previously announced that Girl Scouts of Kentuckiana has raised the price of all cookies by $\$ 1.00$ to reflect higher costs from the cookie bakery and other suppliers. Girl Scouts aren't immune to the changing economics that all households face to purchase goods and services, and the council has not shifted our cookie prices for more than five years. For 2024, troops will get a boost from increased proceeds per-package of cookies they sell, and reward levels have been adjusted to keep goals achievable for both individual sellers and troop-level success.

Our cookie customers know that each dollar they give is an investment in girls. In turn, a successful Cookie Program powers the fun for Girl Scouts all year long.
All this rewarding hard work matters. Adult volunteers and caregivers are empowering girls to make our communities and the world a better place.

Thanks for all you do,
Maggie Elder
CEO, Girl Scouts of Kentuckiana


# Nine Great Flavors 

Seven Flavors
\$6 per package

Specialty Flavors $\$ 7$ per package



## 2023

# Cookie Program Top 20 Troops 

Troop
933 ..... 21,791
152 ..... 20,718
495 ..... 19,009
137 17,606
1890 ..... 11,559
2990 ..... 11,432
55 ..... 11,049
1647 11,000
1243 ..... 10,539
2799 ..... 10,359
773. ..... 10,329
685 ..... $.10,097$
1870 ..... 10,057
688 ..... 10,038
1592. ..... 10,028
547 ..... 9,834
189 ..... 9,514
224 ..... 9,291
721 ..... 9,084
566 ..... 8,827

## Meet our Mascot!

There's a whole Lotl to love about the Axolotl, our pal for 2024. The axolotl (it sounds like "axil-lah-tull") is a special
type of salamander in the freshwater wetlands of Central Mexico. The shape of the mouth makes it seem to be smiling! It breathes through gills that look a bit like raised feathers around its head.

Axolotls "own their magic" with some special skills: they can heal by growing replacement body parts! Scientists study these "magical" abilities
for lessons that could someday improve human health. Sadly the axolotl is severely endangered due to pollution and habitat loss.

## What's New for 2024?

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. More than a celebrated tradition, it's a stage for girls to "Own Your Magic" as they operate their cookie business and grow their leadership skills.
As a volunteer, you'll see firsthand how girls grow, learn, and come into their own. Volunteers like you are the champions, role models, and cookie coaches who help girls discover their amazing potential and take steps toward achieving their goalstoday and tomorrow!
Each customer purchase is an investment into what Girl Scouts do throughout the year. Our famous cookies taste great, but they also fuel the fun of Girl Scouting. Here are updates for our 2024 Girl Scout Cookie Program:

## Pricing \& Rewards

* Prices: Our "core" cookie flavors have shifted to \$6.00. Our two "specialty" cookies (S'more and Toffee-tastic) are offered for \$7.00.
* More Troop Profit: Troops now earn 10 cents more per package sold, compared to last year.
* Enhanced Rewards Structure: Reward levels have been adjusted or added this year to support individual cookie seller goals and their shared troop results.
* New Drawing!: A lucky troop will win a prize drawing for a special Mystery Event that cookie sellers are sure to love, plus overnight accommodations. Sellers will earn one entry into the drawing for every 300 packages sold, plus an additional entry for every 100 packages sold thereafter.
- Meet the Axolotl: This year's unique cookie mascot pal, shows up in some fun rewards!


## Newsletter: Product Power Connection

The "Product Power Connection" is our council's weekly email newsletter, with information and updates specific to the two product programs we offer annually. During key phases of the year, Product Power Connection is delivered on Tuesdays to all registered Girl Scouts of Kentuckiana families.
If you aren't receiving these emails, please contact Volunteer Care at 888-771-5170 or email volunteercare@gskentuckiana.org.

## Important Dates

These are the established dates as of the printing of this guide. Dates are subject to change. Please visit gskentuckiana.org or look for the weekly Product Power Connection e-newsletter for any updates regarding the Girl Scout Cookie Program.


## Cookie Basics

## The Five Skills

The Girl Scout Cookie Program is the largest girlled entrepreneurial program in the world and girls learn five key skills they will use for a lifetime:

1. Goal setting: She sets cookie goals and makes a plan to reach them.
2. Decision-making: She decides how her troop will spend the cookie earnings.
3. Money management: She makes a budget, takes orders, and handles customers' money.
4. People skills: She learns to talk and listen to all kinds of people while selling cookies.
5. Business ethics: She is honest and responsible every step of the way.

Your time and talents are valuable to girls and to the Girl Scout Cookie Program. Thank you for helping build a program where girls learn, grow, and make a lasting impact on the world.

## Troop Basics

Initial orders are taken from January 15-February 5, 2024. Girls should have their order cards to their troop by February 5, 2024. Check out a list of girl rewards for initial sales on page 26.

After February 5, girls may continue to take orders from friends, family, and neighbors and use Digital Cookie until March 31. Troops may hold booth sales from March 8-31 to increase their sales and qualify for higher level rewards.

## Cookie Lineup

Happy customers can choose among nine great flavors we offer this year.

Seven Core Flavors: Adventurefuls, Do-si-dos, Lemon-Ups, Samoas, Tagalongs, Thin Mints, and Trefoils are $\$ 6.00$ per package. Basic troop profit is $\$ 0.80$ per package.

Two Specialty Flavors: Girl Scout S'mores and Toffee-tastic (gluten free) are $\$ 7.00$ per package. Basic troop profit is $\$ 0.90$ per package.

## Who Can Participate?

All registered Girl Scouts with a signed permission slip can participate in the Cookie Program!

All troops must be clear of any debt due to the council in order to participate. Any girl who has an unpaid family cookie debt from previous seasons may not participate in order card sales. The troop may allow her to participate in Digital Cookie or booth sales at their discretion.

## How Do We Get Started?

Encourage your girls to set troop and individual goals. Hold a family meeting and discuss what the girls have planned for the 2024 Cookie Program. Collect a signed permission slip from the primary guardian for each participating girl in your troop.

Remember, when adults understand the importance of the Cookie Program, they give their full support and help their girls do everything it takes to be successful. Encourage the girls to inspire their families and supporters.

## Materials

The following materials are available at gskentuckiana.org/cookieresources. You can also contact Volunteer Care at 888-771-5170 or volunteercare@gskentuckiana.org if you need additional copies.

- Volunteer Cookie Program Guide
- Goal Getter Order Card
- Cookie Receipt Books
- Money Collection Envelope
- Family Guide
- Product Permission Slip
- Girl Order Card



## Training

It is recommended that troops have at least one adult participate in a cookie training.

- Council will host Cookie Program trainings in November, December, and January virtually.
- Online trainings are available at gskentuckiana.org/cookieresources.
- For more information about cookie training, visit gskentuckiana.org/cookieresources or visit gskentuckiana.org/eventslist.


## Safety Tips

- 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.
- Always have a plan for safeguarding money.
- 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.



## Financial Responsibility

## The troop is financially responsible for:

- All cookies picked up at initial delivery and cookie cupboards.
- The total number of cookies ordered. Check girl orders for unusual quantities before hitting the submit button in eBudde.
- Counting and signing for all cookies at delivery and from cookie cupboards. The signed receipt is final. There are no exchanges/returns.
- All girl payments received for cookies and all money collected at booth sales.
- Providing parents/guardians with receipts for cookies received and money collected.
- Making timely deposits of all money into the troop bank account (required to participate in the Cookie Program).
- Any lost or stolen money.
- Distributing all girl rewards. Rewards for any girl with outstanding debt should be held until the balance is paid in full.

The family is financially responsible for:

- All cookies ordered by their Girl Scout. The troop should give receipts for all transactions.
- All money collected from customers.
- Turning in payments to the troop by given deadlines. Turning in money often is recommended.
- Any lost or stolen money. The guardian who signed the girl product permission slip will be held liable.
- Signing receipts anytime they pick up cookies and/or make payments.


## Troops may not return excess cookie inventory to council.

If a package is damaged (crushed box or sealed but empty), the package can be exchanged at any cookie cupboard for a non-damaged package of the same cookie flavor.

## Cookie Payments

- Customers can pay for cookies with cash, checks made payable to the troop, or credit cards.
- Troops can use the Clover Go app to have credit card fees covered by council. All troops can request access to the Clover app. The link can be found at gskentuckiana. org/cookieresources. Clover can be used by customers to purchase cookies or for families to pay their cookie bill.
- Contact Volunteer Care at 888-771-5170 or volunteercare@gskentuckiana.org for more information.


## Bank and Receipt Procedures

- Troops must have a troop bank account and an ACH form on file with the council to participate in the Cookie Program. It can be found at gskentuckiana.org/ cookieresources.
- Troops should deposit cookie money often into the troop bank account.
- Troops with families owing cookie funds need to submit a Family Owing JotForm with signed receipts by April 1, 2024, in order to have the adjusted amount withdrawn from the total due to council.
- The total amount due to council is listed under the Sales Report tab in eBudde.
- To accommodate Family Owing JotForms, transfers between troops, and late orders, ACH withdrawals may occur in more than one transaction and date.
- Parents/guardians are responsible for all Girl Scout cookies and money received. Have parents/guardians, not girls, sign receipts.
- Fill out a receipt each time money or cookies are exchanged.
- Make sure adults count cookies before signing the receipt.
- Count money in front of parent/guardian before signing the receipt.
- Adult receives one copy and troop keeps one copy.
- Troops will be held responsible for entire balance due to council if signed receipts are not included with Family Owing JotForms.


## Digital Cookie

Digital Cookie is the online cookie sale channel for the Girl Scout Cookie Program. Girls and troops can set up personalized cookie sites that can be shared with friends and family. Digital Cookie is run by GSUSA and is not controlled by Little Brownie Bakers or council staff.

## To Begin Digital Cookie

- Council must have each Girl Scout's registration data correct and complete. This includes the accurate name, birth date, troop number, grade level, and parent/ guardian email address.
- Service unit cookie chairs should work with troop leaders to make sure that their girls’ information is accurate and up-to-date.
- Council can help service unit cookie chairs access troop rosters that list current registration information.
- Changes may be made by visiting My GS from our website, gskentuckiana.org.
- If additional assistance is required, or if you have a parent, guardian, or leader who does not receive the Digital Cookie link, please call Volunteer Care at 888-771-5170.


## Once Digital Cookie is activated

- Parents/guardians will receive an email in January. Remind them to look for the email.
- This email will contain instructions on creating their girl's site and how to receive and accept orders.
- All Digital Cookie online orders will automatically be imported into eBudde and credited to the girl and funds credited to the troop in eBudde.
- Troops' Digital Cookie links will be displayed on girlscoutcookies.org once Digital Cookie is active. Customers will enter their zip code to find nearby troops to place cookie orders to be donated or shipped.


## Customers have three options:

- Donated cookies: purchase virtual cookies that will be donated to U.S. military troops via Operation: Cookie, our council-wide initiative. Please see the next column for more details.
- Direct shipped delivery: purchase cookies that are shipped directly to the customer.
- Girl delivery: parent/guardian will have to approve this option and the girl will need to order and pick up cookies from her troop inventory and deliver to the customer. Toffee-tastic and S'mores will be available for girl delivery and booths during the initial order period only. After initial orders are submitted on February 5, Toffeetastic and S'mores will only be available on Digital Cookie for orders directly shipped to customers.

All digital orders are pre-paid by the customer online.

Parents/guardians love the convenience of using Digital Cookie, and girls who participate in Digital Cookie sell 76 percent more than girls who participate in the traditional program alone. Help the girls in your troop reach their goals with Digital Cookie.

## Accessing Digital Cookie as a volunteer

1. Watch for an email from Girl Scout Cookies with an email address of email@email.girlscouts.org.
2. Click on the Register Now button in the email.
3. Create a password and use your email address and password to login.
4. View the safety video and sign the Terms and Conditions.
5. Check out your troop's progress on your Digital Cookie dashboard.

- There is a set of Terms and Conditions for each role. If you have multiple roles, you will sign multiple Terms and Conditions.
- If you are also a parent/guardian, you can expect an email to arrive about a week after your volunteer email. You do not need to register again if you are using the same email for all roles.
- If you use different email addresses for different roles, i.e. one for your Girl Scout volunteer communication that is different than your email used as a parent/guardian, you will have separate accounts for each role and need to register each of them.
- When logging in, you will be prompted to select a role: parent, troop leader, or service unit. If you have one email address on file for all roles, you can switch between them using the Select a Role button at the top.

The rewards that can be earned by participating in Digital Cookie are listed on page 33.

## 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. These orders must be listed in eBudde under the OpCke column. The rewards will automatically generate in eBudde under the Rewards tab. These rewards will be mailed to the leader listed in eBudde at the end of the Cookie Program.

## The rewards that can be earned by participating in Operation: Cookie are listed on page 33.



## What's in a Box?

Every box invests in Kentuckiana Girl Scouts.
$100 \%$ of proceeds stay local within our council.

## Powering Girl Leadership

Where does the money go? For 2024, here's a snapshot estimate of price breakdown when a Girl Scout sells one package of cookies.
\$6 Money from 1 package of cookies
$\$ 1.30$ Cost of the cookies
$\$ 0.84$ Stays with the troop
\$0.37 Seller rewards
$\$ 0.20$ Costs to run the Cookie Program
\$0.79 Camps \& Properties
\$0.26 Recruiting new girls and volunteers \$0.43 Adventures \& programs
\$0.72 Services \& support to members
\$0.20 Marketing
\$0.07 Training
\$0.13 Connectivity \& Technology
\$0.23 Fundraising the future
\$0.46 Council business \& general costs


## Entrepreneurship Badges \& Pins

When girls sell Girl Scout Cookies, they learn to think like an entrepreneur. They practice goal setting, decision making, money management, people skills, and business ethics. Girls can earn badges and pins each year they run their own Girl Scout Cookie business. Then they can explore their own business ideas by earning an Entrepreneur badge.
Daisy

## eBudde

The online cookie inventory management system from Little Brownie Bakers is called eBudde. You will receive eBudde updates and announcements via email. Do not unsubscribe from these emails; you will miss important announcements and information.
A Troop User Manual with step-by-step instructions for each of the tabs is available under the Help Center tab.
eBudde.LittleBrownie.com
(A mobile app is also available; see page 21.)


## Initial Log In

1. User receives welcome email with login link.
2. Click on the link.
3. At the login screen, enter your email and password.
4. At the profile screen, enter the password that you used in Step 3. Also review/enter all additional information.
5. Enter Little Brownie Cookie Tech Portal system.
6. Confirm account update via email link.
7. Your Troop Dashboard will appear.


## Troop Dashboard

- This is the screen you will see every time you log into eBudde.
- Important messages from the council and/or your service unit may be posted on this screen.
- The troop checklist for tracking activity in eBudde is available here.


## Contacts Tab

Click Edit next to your contact information to update your personal information as needed.
Click Update Contact Info to save the information.

Click E-mail Caregivers to send emails directly to families.

Final cookie rewards are shipped to the troop leader at the address listed in the Contacts tab.


## Settings Tab

1. Click the Edit button. Some fields are not accessible for troops. Make sure all information is correct. If any information is incorrect that you can't edit, please contact Volunteer Care at 888-771-5170 or volunteercare@ gskentuckiana.org for corrections.
2. Enter Troop Goal (packages).
3. Make sure the level is correct. For multi-grade troops select the level of the majority of the girls. Do not enter Group, Individual Girls, or Other as a level choice.
4. If you choose to opt-out of rewards, please contact Volunteer Care to have that setting changed.
5. Scroll to the bottom of the screen.
6. Click Update.

Council will enter banking information from your current ACH form on file. Please use the ACH Form found at gskentuckiana.org/cookieresources to submit your troop's bank information. A troop bank account is required to participate in the Cookie Program.


## Girls Tab

- All registered girls will be automatically uploaded into eBudde.
- Verify that all girls are in eBudde so they can participate in Digital Cookie.
- Troops will not be able to add a girl to a troop in eBudde.
- If a girl is missing from eBudde contact Volunteer Care at 888-771-5170 or volunteercare@gskentuckiana.org.
- Once registration is confirmed, the girl will be entered into eBudde by council.
- Uploads will be run weekly to ensure all newly registered girls are entered.


## Initial Order Tab

1. Click on each girl's name.
2. Enter the number of packages sold via the order card for each flavor.
3. Operation: Cookie: These cookies are virtual and will not be delivered to your troop. Council will handle the inventory and distribution of Operation: Cookie donations.
4. New this year: Digital Cookie Girl Delivery orders approved by the parent/guardian can be added to your troop initial order. This will save you and the parent/guardian an additional trip to go get those cookie packages. Orders should be submitted in Digital Cookie by February 4. See details below.
5. Click Save.
6. Repeat the process for each girl.
7. Click Save at the top of the screen.
8. Troop order is now saved.

## Parent Initial Order with Girl Delivery

When the parent initial order comes in from the Digital Cookie system, it will populate the Order Card row of the Initial Order tab. You will need to review and save the order. You are allowed to edit the numbers as well. To do this click in the row and the edit screen will be displayed.

- Needs Review reflects that there are no quantities entered yet and no parent initial order sent from Digital Cookie.
- Review Parent IO reflects that there are no quantities entered yet and a parent initial order has been sent from Digital Cookie.

Troop Initial Order


- PIO in grey reflects the quantities sent from Digital Cookie. Numbers are populated in the Order Card column. Original submission numbers will always be visible.

Addison B. Initial Order

| Product | Order Card |
| :---: | :---: |
| Gift of $\mathrm{C}_{2} \overbrace{\text { ing }}$ | 0 |
| Adventulefuls <br> $\mathrm{PIO}=10$ | 10 |
| LemonJps P10 $=7$ | 7 |
| Trefoils P10 ${ }^{\text {P }}$ | 4 |
| Do-Si-DPs $\mathrm{PlO}_{\text {- } 8}$ | 8 |
| Samoas Pio-12 | 12 |
| Tagalonys | 6 |
| Thin Mirts | 24 |
| S'mores P10 ${ }^{\text {P20 }}$ | 20 |
| Toffee-ta tic | 1 |

## Submitting Initial Order

1. Review the totals at the bottom of screen.
2. Because initial orders are delivered in full cases you will find cookies in the Other+ExtrasCharity line. Those cookies should be assigned to girls before you submit your order to earn initial rewards.
3. Check to make sure you don't have an extra zero or haven't accidentally ordered 1,000 packages of Trefoils!
4. Remember, once you submit your order the cookies belong to your troop.
5. Click Submit Initial Order.

- You can save and edit as many times as you need to, but you can only submit once.
- After you submit your order, you will not have access to change any initial order information. This order will copy over to the Girl Orders tab under Core Initial and Core Booth.
- Troop initial orders must be submitted by 11:59 pm EST, February 5, 2024.


## Delivery Tab

1. Choose who will be picking up your cookies.
2. If you will be picking up for more than one troop, specify troop numbers.
3. If you have the option, choose your delivery station.
4. Those selecting a delivery station must also choose a pickup day and time. There may be up to three lines to pick between.
5. Select an open spot and your troop number will be auto populated.
6. Click the Submit button.
7. The system will confirm that your delivery information was updated.

## Rewards Tab

## Submitting Initial Rewards Order

1. Click Fill Out next to Initial Rewards Order.
2. Click on each girl's name to enter the correct rewards.
3. Click Submit Girl Order.
4. Repeat for each girl as needed.
5. Submit troop order.
6. Click OK in the pop-up box to confirm your submission.
7. Once the girl rewards are submitted, no changes can be made.

- Initial girl rewards are received at your initial order pickup.



## Girl Orders Tab

## Add Transactions

1. Click on the girl's name.
2. Click + Order.
3. Record the total number of packages in the appropriate row.

- The rows are Operation: Cookie, Core Booth, Core Other, Specialty Booth, and Specialty Other.
A. Operation: Cookie
- Record virtual donated packages.
- Girls will collect payment at the time of order.
- These additional orders will increase the amount of money owed by the girl and the troop.
- No cookies will be received by the troop.
- Cookies will be sent directly to an organization that ships to U.S. military troops.
- At booth sales, please don't collect actual boxes of cookies to donate for Operation: Cookie. Operation: Cookie donations are always virtual, and council will not accept any physical boxes for these donations.
B. Core Booth (also Specialty Booth)
- Record cookies sold at booth sales.
- Record total packages and money to be allocated to each girl.
- You do not have to specify flavor varieties (exception: S'mores and Toffee-tastic should be listed as Specialty Booth).


## C. Core Other (also Specialty Other)

- Record any additional orders picked up by the girl.
- Specialty cookies should be recorded separately because the price is different.


## Record Girl Payments

This tab also gives troops the ability to track money due and payments from families.

1. Click on girl's name.
2. Click + Payment.
3. Record the date in the Comment box.
4. Record total amount paid in the Paid box.
5. Click Save to save transaction.
6. Repeat for each girl as needed.


## Booth Sales Tab

## Sign Up for Booths

1. Click the Sign Up for a Council Booth button.
2. Click on the down arrow next to the city where you would like to hold a booth.
3. Then click the down arrow for the location you would like to hold a booth.
4. Select the time period you would like to choose.
5. Click Submit.
6. You will receive a message that your time is reserved.
7. You can also choose Find Free Slots to narrow down your options based on criteria such as date.
All booth sites in eBudde are loaded into the Cookie Finder App and the national Girl Scout Cookie link. Customers use this app and link to find cookies in their zip code.
If you are unable to attend the booth you signed up for you should release it so another troop can sign up. Follow the steps above and click your troop number to free the spot. You can also cancel the booth by going to the calendar on the Dashboard tab and clicking release. It is important to keep booth information updated so that customers always know where they can find cookies.

## Add Your Own Booth

1. Click the Add/Edit a Troop Booth button.
2. Click +Add button
3. Enter all information.
4. Click Save.
5. Your request is in a Pending status until reviewed.
6. Booth site will be approved by the service unit.
7. Your status will change to either Approved or Denied. If denied you will get a message explaining why.

## Calendar

Booth Sale at Augsburg
College student union 4:00pm

Release
31 Area Order Deadline 11:59pm


## Booth Sale Recorder

The system will display the booth sites that the troop has signed up for. Sales are listed in chronological order, oldest to newest. If you have recorded sales for a booth site, it will appear gray in the list.

1. Click the booth site that you want to record sales for. Enter the total packages sold at the booth site by variety for the troop. eBudde will calculate the money collected.
2. Click Go to Distribute to go to the girl distribution screen.
3. eBudde will assume all girls have attended by checking the box next to their name. If there is a girl that did not attend, uncheck the box next to her name. You can select all or deselect all by checking the (De)select all box.
4. Enter the packages sold for each girl or eBudde ${ }^{\mathrm{TM}}$ will automatically evenly distribute those boxes. Click the Distribute button to divide evenly.
5. Once you have completed all the data entry, click the Submit button. A transaction record will be created on the girl order tab for each girl present at the booth.


## Cookie Exchange Tab

If you have packages of cookies to transfer to other troops use the Cookie Exchange tab to list the flavors you have available. As you give cookies to other troops make sure to update your packages available. Troops looking for cookies can go to the tab and see what is available nearby. A cookie transaction receipt should be completed. Both troops should retain a copy of the receipt for their records.

The troop adding the cookies is responsible for entering the transaction in eBudde.

To enter the troop-to-troop transfer:

1. Go to Transactions tab.
2. Click +Add.
3. The default transaction type will be Cupboard. Select Troop.
4. Type the troop number of the troop giving the cookies.
5. Add date and time of pickup.
6. Fill in the correct number of cases and/or packages received from the other troop.
7. Click Save.
8. Verify that the transaction was saved on the Transactions tab.
Note: Troop will show an increase in cookies and money due.


## Payments Tab

This tab shows all Digital Cookie payments credited to your troop. At the end of the program council will manually record Clover deposits (any money collected through the Clover credit card reader or app set up with GSK) and payments due to council. The bank listed, Republic Bank, is the council bank. The transactions posted here are not reflected in your troop bank account. However, they will be reflected in the Sales Report tab (see below).

## Sales Report Tab

This tab reviews all transactions for the troop including total packages received, troop proceeds, payments made, and amount the troop owes council.

## Reports Tab

This tab allows troops to run reports for initial cookie order, cookie cupboard information, booths, rewards, and Digital Cookie (DOC).

## Submitting Final Rewards Order

When submitting your Final Rewards Order, follow the same steps as when you submitted your initial order, but choose to edit the Final Rewards Order. Those steps can be found on page 16. The Final Rewards Order must be filled out and submitted by April 2, 2024.
All cookies should be credited to girls for correct reward amounts.

If your troop earns the 265+ packages PGA shirt, check that accurate sizes are entered for each girl. Shirt size selection for volunteers should be filled out at the bottom of the Final Rewards Order page.
Troops may receive up to two volunteer patches by filling in a 1 or 2 in the Volunteer Patch box at the bottom of the Final Rewards Order page. Final rewards are shipped to the troop leader listed in eBudde.

## Tap into the Power of eBudde Mobile

The Girl Scout Cookie Program is backed by a whole network of support. Working behind the scenes is eBudde, the digital command center for your Girl Scout Cookie Season. Easily accessible via a mobile app for volunteers at the service unit and troop levels, eBudde is friendlier than ever!

## eBudde Mobile

Stay in the know, on the go! This must-have free app puts power at your fingertips, wherever you are in the cookie season.

## What it includes:

- Streamlined dashboard
- Easy management of orders and rewards
- Important messages and upcoming events
- Options for finding booth locations and exchanging cookies
- Help Center


## Where you'll find it:

Google Play and App Store

## Navigating Features in eBudde

## Dashboard

On your troop's dashboard, you'll find important messages from your council/service unit and links to tools and resources you'll need throughout the season.

## Contacts

Review contact info and click Edit to make changes. Final Cookie rewards will be mailed to the troop leader listed here at the end of the Cookie Program.

## Settings

Check this for information for accuracy. Please contact Volunteer Care at 888-771-5170 or volunteercare@gskentuckiana.org to make changes to the following:

- Troop info
- Opting out of rewards for additional profits
- Banking info


## Girls

Check the accuracy of each registered Girl Scout's:

- Name
- Girl Scout member ID
- Grade
- T-shirt size



## Delivery Procedures

## Follow these guidelines for a

 smooth cookie pickup day!- Know exactly how many cookie cases you ordered of each variety.
- Arrive at your scheduled pickup time.
- Make sure to have enough vehicles to load your order. See the graphic below for help!
- Have your eBudde delivery confirmation with case count.
- Count as cookies are loaded into vehicles.
- Pick up initial girl rewards.
- Confirm the count is correct before signing for your troop's cookies. Your troop is financially responsible for these cookies.
- Shortages from initial delivery will not be replaced.



## How Many Cases Can Your Car Carry?

When you pickup your cases of cookies, it's important that you're ready to receive them. Depending on your quantity, your cases may require more space than you realize!

Please be prepared for your cargo of cookie cases, and first empty your vehicle of children, pets, or objects that will block access and capacity.

Assuming your vehicle is empty and prepared, here's how many cases you might expect to fit:


Check with your service unit cookie chair for pickup location and time ranges, or sign up for a time through the eBudde Delivery tab if available in your service unit.
If you have specific delivery questions, please contact your service unit cookie chair or Volunteer Care.

## Instructions for Louisville Metro Drive-Thru

- You must have a scheduled time slot.
- You must select a pickup date and time in eBudde.
- Bring a copy of your eBudde delivery confirmation.
- Arrive at your scheduled time slot.
- You may bring one additional adult per vehicle to count cookies as they are loaded into the vehicle.
- Only the counter will be allowed to leave the vehicle while in the warehouse.
- Someone will greet you in the parking lot and give you further instructions.
- If you are unsure of the cookie count after your vehicle has been loaded, you may pull to the side and recount before signing the receipt.


## How Do Girls Get Cookies?

- Divide entire troop inventory by girl and verify count before distributing to families.
- Make sure each family counts all their cookies and an adult signs the receipt for them.
- Girls should deliver their initial orders, collect money due, and turn into the troop.
- Families should sign receipts any time money or cookies are exchanged between the troop and family. The troop and the family should each keep a copy of the receipt.


## How Do Customers Get Cookies?

- Girls should deliver initial orders as soon as they receive their cookies from the troop.
- Troops should decide if checks may be accepted and what to do if checks bounce.
- Families should turn in money often.
- Encourage girls to take extra packages of cookies with them while delivering initial orders.
- Providing a transaction receipt each time cookies or money changes hands keeps a record of who is financially responsible.



# Booths and Cookie Cupboards 

Cookie Booth Dates: Friday, March 8Sunday, March 31, 2024

## Types of Approved Booths

- Traditional Booths at businesses with at least two adults and two Girl Scouts.
- Family Booths with at least one adult and a Girl Scout in their immediate family.
- Neighborhood Booths with at least one adult and a Girl Scout in their immediate family.
- Drive Thru or Drive-Up Booths where customers don't have to get out of their car to purchase cookies.
All booths secured at public locations should be entered in eBudde. See details on page 18.


## How Booths are Secured

There are many ways to sign up for booths. Be sure you are in communication with your local service unit leadership, so they can share how you sign up for booths in your area.
GSK Council Booths: These are booths that Girl Scouts of Kentuckiana secures and opens for all troops to sign up through the eBudde system. You will learn about these through the weekly Product Power Connection and eBudde messaging.

Service Unit Booths: These are locations secured by your local service unit team and include large chain stores such as Walmart and Kroger. Some service units also organize drive-thru booth locations. You must sign up for these through your service unit or in eBudde.

Troop Booth Sales (My Sale Booths): These are booths you secure as a troop with businesses that are not already part of your local service unit booths. These exclude large chain stores such as Walmart and Kroger, as those are secured by your service unit. Your local service unit chair or council must approve these booth submissions. Troops can earn 25 Kentuckiana Credits for each approved location up to 10 . If you are unsure if a local business is a service unit booth, please contact the local service unit cookie chair. You can also contact Diana Clark, dyclark@ gskentuckiana.org, or Brooke Slone, bslone@ gskentuckiana.org, if you have booth questions or ideas for a location we can help secure.

## Cookie Booth Guidance

- Girls and adults at a booth are representing Girl Scouts and should be dressed in uniform or a Girl Scout shirt.
- Girls Scouts should never be left alone at a booth.
- Always check in eBudde or with your local service unit cookie chair for specific locations rules.
- We are guests at any business that allows us to be there for cookie booths. Please make sure to follow their guidelines and the Girl Scout Promise and Law.
- Girl Scouts ALWAYS leave a place better than they found it. You are expected to take care of any waste, cookie cases, etc.
- Booths should not include siblings of Girl Scouts that are not members.
- Plan how you will transport cookies in and out of the business, if you need to bring a table, etc. The business is not responsible for transporting your cookies or providing and setting up tables or booth supplies.
- Be sure to bring change and a secure cashbox.
- Be sure to sign up for a Clover app account so that your troop can take credit card payments. If you need a GSK Clover account, please find the link at gskentuckiana.org/cookieresources.



## Suggested Cookie Amounts for a Two-Hour Booth <br> 

- 2 cases Samoas
- 2 cases Tagalongs
- 2 cases Thin Mints
- 2 cases Adventurefuls
- 1 case Trefoils
- 1 case Do-si-dos
- 1 case Lemon-Ups
- 1 case Toffee-tastic
- 1 case S'mores

The number of cases will vary based on location, time, and duration. A great resource for information on needed amounts of cookies is your service unit cookie chair or experienced troop leaders. Remember that no cookies can be returned, so order carefully and wisely. There are cookie cupboards open through the end of the Cookie Program.

## Cookie Cupboards

Cookie cupboards are locations where troops can pick up cookies for additional cookie orders and booth sales. Girl Scouts of Kentuckiana will have five council cookie cupboards and other volunteer cookie cupboards located throughout the council. Cookie cupboard location and times are being finalized and will be available in January. A list of locations will be available at gskentuckiana.org/ cookieresources.

- Troop leaders may pick up cookies or allow parents/guardians to do so. The person picking up cookies will sign a receipt for cookies received.
- When cookies are received from a cookie cupboard, the troop takes financial responsibility for those cookies.
- Troops may pick up cookies at any of the cookie cupboards.
- Troops wishing to pick up cookies from a council cookie cupboard on Thursday must submit a pending order by noon on Monday.
- Remember, cookies cannot be returned.


## Rewards and Patches

Girl rewards are based on the number of packages sold and are cumulative.
Girls should be given credit for booth sales as well as individual sales. Troops should make sure to credit all packages of cookies in eBudde to girls for reward credit. See Cadette, Senior, and Ambassador Reward Options on page 36 for the older girl reward option. Be sure to enter and submit all rewards in eBudde.

Final rewards are shipped to the troop leader listed in eBudde in mid-June and should be distributed to girls.


## Rewards for Initial Girl Orders



Frog Charm


Action Patch


Axolotl Socks

25+ packages
75+ packages
100+ packages


Charm Patch AND Axolotl Samoas Charm


DIY Playing Card Set

100+ packages


75+ packages


Theme Patch

25+ packages


Bandana

Wallet Pouch

150+ packages


Collapsible Cup


Charm AND Axolotl Plush


Crossbody Bag AND Fashion Patches

400+ packages

250+ packages


Makeup Pouch


Mini Axolotl Plush AND Weekender Tote



Axolotl Pillow AND Blanket

650+ packages


Event AND choice of one: Oversized Plush Pillow OR DIY Journal Kit OR Smart LED Glow Water Bottle

1,000+ packages


American Girl Doll of the Year OR The North Face Backpack OR Smart Watch Fitness Tracker

1,400+ packages


Sleeping Bag

## 800+ packages



Wireless Ear Buds with Charging Case OR Deluxe Art Kit $O R$ Lululemon Belt Bag


Membership Renewal $A N D$ choice of one: Luggage Hardside 3 Piece OR American Girl Doll Accessory Kit OR Ice Cream Maker
1,800+ packages

GSK Camp Session with a Friend OR Kindle Fire Tablet HD OR Deluxe Popcorn Maker


Razor Scooter OR Apple Watch

3,500+ packages


Apple iPad $O R$
Inflatable Stand Up Paddle Board Set

5,000+ packages


Instax Camera Bundle $O R$ Nike By You Custom Shoe


GoPro Waterproof Camera OR Bicycle

6,000+ packages

## 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

## Super Troop

## +\$. 05 <br> per package

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

300+ 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

Super Troop Adventures
girl scouts of kentuckiana

GSK Membership Renewal


Lost River Cave


Belle of Louisville Cruise


Cincinnati Zoo

Troops averaging 400+ packages per selling girl will have a choice of one of 6 troop items/adventures.


Venture River Waterpark


200 Kentuckiana Credits for the troop

400+ packages Troop Final PGA

Super Troop Adventures


Holiday World \& Splashin' Safari


Beech Bend Amusement Park


Kentucky Kingdom


Art/Maker Experience for the troop

Troops averaging 500+ packages will have a choice of one of the 6 troop items/adventures from the $400+$ PGA level $\boldsymbol{O R}$ one of the 6 troop items/adventures from the $500+$ PGA level. This reward is not cumulative.


Newport Aquarium


400 Kentuckiana Credits for the troop

500+ packages Troop Final PGA
rand
(a)

## Digital Cookie

 9

Techie Charm

## 12+ packages



Cookie Tech Patch

25+ packages

## 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

## Kentuckiana Credits

Girls can earn Kentuckiana Credits for every 100 packages sold!

Kentuckiana Credits may be used for:

- Membership fees (no adults)
- Resident or day camp fees
- GSUSA Destinations
- Service unit and
 council activities
- Council shop items


10 Kentuckiana Credits

100 packages

10 Kentuckiana Credits for each additional packages sold

Each additional 100 packages

Kentuckiana Credits cannot be sold or exchanged for cash. The expiration date for Kentuckiana Credits earned in the 2024 Cookie Program is Saturday, November 30, 2024. Kentuckiana Credits will be emailed to the leader listed in eBudde.

Crossover Patch


Girls who sent 20+ emails in the 2023 Fall Product Program, used the "Share My Site" function, and sell 250+ packages of cookies in the 2024 Cookie Program will earn this personalized crossover patch.


Bar Patch


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

## Cadette, Senior, and Ambassador Reward Options

Older girl troops may select one of two cookie rewards options. Troop must decide as a whole which option they will select.

## Option 1

## Cookie Rewards Program

- Girls receive rewards and patches earned.
- Troop receives $\$ 0.80$ profit per package ( $\$ 0.90$ for S'mores and Toffee-tastic flavors).
- Troops that qualify for an initial per girl average (PGA) reward at 225+ packages receive PGA rewards connected to that level.
- Troops that qualify for a final PGA reward at $265+$, $300+$, $400+$, or 500+ packages receive PGA rewards connected to those levels.

Option 1 is the traditional reward structure with no additional proceeds.

Option 2 increases the troop profit while opting out of some rewards.

## Option 2

## Additional Troop Profit Program

- Qualifying girls receive Own Your Magic theme patch, bar patch, and Kentuckiana Credits.
- Troop receives $\$ 0.90$ profit per package ( $\$ 1.00$ for S'mores and Toffee-tastic flavors) instead of traditional rewards.
- Troops that qualify for an initial PGA reward at 225+ packages receive PGA rewards connected to that level.
- Troops that qualify for a final PGA reward at 265+, 300+, 400+, or 500+ packages receive PGA rewards connected to those levels.

> If you pick option 2, please contact Volunteer Care by January 30, 2024.


## Service Unit Cookie Chairs

This page is for service unit cookie chairs.

## Service Unit Cookie Chair Basics

1. Assist with initial order delivery.
2. Secure and coordinate cookie booths.
3. Assist in supporting troops during the Cookie Program.

## Selecting a Cookie Delivery Station

- Delivery locations should be selected and entered into eBudde.
- The exact date and estimated time of delivery will be entered into eBudde by council after initial orders are submitted and delivery agents confirm the schedule.


## Delivery locations should be:

- Easily accessible for trucks to deliver and volunteers to pick up cookies.
- Clean, reasonably well-lit, watertight, and insect-free with a sturdy and clean floor.
- A secure location closed off from public access.
- Please make sure to secure enough help for the day of delivery. Delivery drivers will unload from the truck, but Girl Scout help will be needed to divide orders by troops.
- Count and sign for all cookies before giving orders to a troop.
- Troops will need to count and sign for the cookies they pick up.
- Troops are responsible for all the cases they sign for at pickup. Please make sure the counts are correct.
- Make sure signed receipts and copies are given to the troop and the service unit.



## Cookie Booths

Service unit cookie chairs or booth coordinators should make contact with local businesses to set up booth opportunities. Booth information should be forwarded to council for upload into eBudde so that customers using Cookie Finder can find booths near them.

## Be sure to inquire about:

- Dates and times of availability.
- Exact location of the set up area.
- When and where signs may be displayed.
- Name of contact person and any restrictions for the location.
- GSK Certificate of Insurance information, if needed.


## Be sure to cover safety at booths in your trainings with troops.

- Booths should have proper girl/adult ratio. At least two adults must be at every booth. The only exception is a family booth, which can be just one adult with their immediate family.
- Money collected should be managed by adults at the booth.
- Encourage polite and well-behaved Girl Scouts.


# Quick Reference 

## Program Dates: January 15, 2024March 31, 2024

eBudde Website ebudde.littlebrownie.com

Girl Scouts of Kentuckiana Website gskentuckiana.org/cookieresources

Service Unit Cookie Chair Contact Information

Name: $\qquad$
Phone Number: $\qquad$
Email: $\qquad$

## Training

The council will assist service unit cookie chairs and troops by offering training opportunities. Watch for messages in eBudde or other council news sources, on how to access the trainings.

If you have questions throughout the Girl Scout Cookie Program, please contact:

## Volunteer Care

volunteercare@ gskentuckiana.org 888-771-5170

## Diana Clark

Product Sales Manager dyclark@gskentuckiana.org 502-716-7236

## Brooke Slone

Director of Product Sales and Merchandising bslone@gskentuckiana.org
502-716-7230

## Online Cookie Resources



VIPeTraining


Girl Scouts Built by Me Cookie Planner
CookiePlanner.
LittleBrownieBakers.com
Little Brownie Website
LittleBrownie.com
Girl Scouts Cookie Rookie
littlebrowniebakers.com/ CookieRookiesCaptains

Girl Scouts Cookie Captain
littlebrowniebakers.com/ CookieRookiesCaptains

## Pinterest

pinterest.com/lbbakers

## Volunteer Blog

blog.LittleBrowniebakers. com

Girl Scouts Cookie House Party
blog.littlebrowniebakers.com/ tagged/Cookie\%20House\%20 Party
eBudde
eBudde.LittleBrownie.com
eBudde Troop App Plus
Download the app from the App Store or Google Play.
Girl Scouts Cookie Finder
GirlScoutcookies.org
Girl Scouts USA online, "Tools for Cookie Sellers"
girlscouts.org/en/cookies.html
Little Brownie Social Channels Facebook + Twitter
@SamoasCookies
Instagram @Samoas_Cookies

Plan a cookie season just right for you and the girls. With a few clicks, you can create your custom plan with this online tool, complete with fun suggested learning activities.
Check out the baker's website for exciting girl activities, booth ideas, recipes, and the latest cookie news.

Made especially for young girls, this page teaches cookie names, how to ask customers to buy, and more essential skills.
Keep experienced teens interested in the Cookie Program and give them a chance to give back with the Cookie Captain program.

The Little Brownie Pinterest page is brimming with fun and engaging goalsetting activities, learning games, and crafts.
Check out the volunteer blog for exciting girl activities, rally resources, and cookie booth ideas.

Girls sell cookies by the case with this fun-filled strategy.

Manage the Cookie Program from one central location. Order cookies, track girl activity, and rewards. Access training resources.

Place orders, watch training videos, and find eBudde help all on your mobile device.

Help friends locate the closest cookie booth or find a troop to purchase cookies from.
Girls and troop leaders can each find specific tools and tips, plus general info for the Girl Scout Cookie Program, national cookie badges, and pins.
Find the latest cookie news and shareable Girl Scout Cookie season inspiration on the Samoas Facebook page, Instagram and Twitter.

