

# Resources for New Leaders

**Program Dates: January 1, 2025–March 16, 2025**

eBudde (Cookie management) website: [ebudde.littlebrownie.com](http://ebudde.littlebrownie.com)

Girl Scouts of Kentuckiana website: [www.gskentuckiana.org/cookieresources](http://www.gskentuckiana.org/cookieresources)

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

**Customer Care:**

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

888-771-5170

**Diana Clark, Product Sales Manager:**

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502-716-7236

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

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502-716-7230

- The Product Power Connection is an e-newsletter that comes out every Tuesday. It is sent to all registered families. Updates and important details about the Cookie Program are found in this weekly email.
- The **Cookie Program Volunteer Guide** is mailed to each troop leader and can be found on our website. The glossary on the next page references this guide.
- Training dates and virtual trainings you can watch at your own time will be found at [www.gskentuckiana.org/cookieresources](http://www.gskentuckiana.org/cookieresources) under the Cookie Training tab.

Cookie Materials, Mailed to Troop Leader:

- Cookie Program Volunteer Guide
- Cookie Receipt Books
- Family Guides
- Girl Order Cards
- Goal Getter Order Cards
- Money Collection Envelopes
- Product Permission Slips

Additional materials are available by request at [bit.ly/productmaterials](http://bit.ly/productmaterials).



# Cookie Glossary

\*All page numbers listed are references to the **Cookie Program Volunteer Guide**.

**GSK:** Girl Scouts of Kentuckiana aka council

**eBudde:** The online cookie inventory management system from Little Brownie Bakers. See pages 12–20 for more detailed information.

**Little Brownie Bakers (LBB):** Our bakery partner for the Cookie Program. They supply our council with cookies and have great resources to help Girl Scouts and volunteers be successful during the Cookie Program. Visit [www.littlebrowniebakers.com](http://www.littlebrowniebakers.com) for information, resources, and more.

**Service Unit Manager (SUM):** A volunteer who provides support for Girl Scouts, troop leaders, and other volunteers in their service unit. A service unit is a local group of troops from your community.

**Service Unit Cookie Chair:** A volunteer who assists with supporting troops during the Cookie Program. They also secure and coordinate cookie booths.

**Troop Cookie Chair:** Registered and background checked troop volunteer who is in charge of ordering and distributing cookies, managing booth sales, and submitting final rewards. We encourage this role to be held by a volunteer other than the troop leader.

**Core Cookie Flavors:** Adventurefuls, Do-si-dos, Lemon-Ups, Tagalongs, Thin Mints, Trefoils, and Samoas cost \$6 a box.

**Specialty Cookie Flavors:** S'mores (\$1 of each box goes to our camp program) and Toffee-tastic (gluten free option) and cost \$7 a box.

**ACH:** Automated Clearing House is the banking system that allows GSK to process credit and debit transactions from a troop bank account. New troops should use the **Bank Account Submission Form** to submit their troop bank account information to council.

**Product Permission Slip:** Each Girl Scout needs a signed permission slip to participate in the program.

**Digital Cookie (DOC):** This is the online cookie channel for the Girl Scout Cookie Program. It begins on January 1 for girl delivery, shipping, and donations. Digital Cookie is meant to complement the direct sales and contacts Girl Scouts make with customers. It should not replace the traditional door-to-door process. Digital Cookie is run by GSUSA and is not controlled by Little Brownie Bakers or council staff. Specific rewards are earned for Digital Cookie and can be found on page 32.

**Cookie Incentives/Rewards:** Items earned by Girl Scouts selling at certain levels. All rewards are cumulative. Girl Scouts are given credit for booth sales as well as individual sales.

**PGA:** Per girl average. Number of cookies sold by a troop divided by the number of Girl Scouts selling in that troop.

**Initial Order:** Paper orders that are taken by Girl Scouts from January 1–January 22, 2025.

**Troop/Girl Initial Rewards:** Girl Scouts can earn individual rewards as well as help the troop earn rewards. They are received at cookie pickup. These should be given to Girl Scouts when they get their initial cookie order. Please see pages 25 and 30 for initial rewards.

**Troop/Girl Final Rewards:** Final rewards are cumulative and, like initial rewards, can be earned by a Girl Scout and troop. The only exception is the 500+ package Troop Final PGA Super Troop Adventures reward. See the reward listing on pages 26–31. Final rewards ship directly to troop leaders in June.

**Kentuckiana Credits:** Girl Scouts receive 10 credits for selling 100 packages of cookies. They receive 10 credits for each additional 100 packages sold. Kentuckiana Credits may be used for girl membership fees, overnight and day camp fees, GSUSA Destinations, council events, and council shop items. They expire December 9, 2025.

**Delivery Station:** Where you go to pick up your initial order of cookies.

**Direct Sales/Door-To-Door:** This occurs when Girl Scouts have cookies in hand.

**Operation: Cookie (OpCke):** This is a council wide initiative where customers can purchase virtual packages of cookies that GSK will donate to the military. Girl Scouts collect the money but don't physically take possession of the cookies. Specific rewards are earned for Operation: Cookie. More information can be found on page 9.

**Troop Profit:** Troops receive \$0.80 profit per box (\$0.90 for S'mores and Toffee-tastic flavors).

**Opt Out:** Cadette, Senior, and Ambassador troops can opt out of incentives and receive an extra \$0.10 profit per box.

**Clover:** An app used to take credit card payment. Council provides a Clover account to new troops. Council pays the fees for cookie transactions.

**Cookie Booths:** Troop members sell additional cookies at various retail locations such as malls and grocery stores. See page 23 for more cookie booth guidelines.

**Troop Booth Sale:** Troops can setup booths at small businesses where they have a connection (this excludes businesses secured by the service unit).

**Cookie Cupboard:** Locations where extra cookies can be picked up for booths or additional orders.

**Family Owning Form:** This JotForm can be found on the website under Troop Resources and is used to record outstanding debt from a parent/guardian for cookies they received.

**Goal Getter Order Card:** This form can be used to take additional paper orders once you have turned in your initial order. It can be found on the cookie section of the website under Troop Resources.

## Important Dates

**November 2024:** Materials mailed to leaders and trainings scheduled

**January 1:** Girl Scouts begin Digital Cookie orders and initial paper orders

**January 22:** Troops submit cookie and initial reward orders

**Completed by February 19:** Initial cookie delivery

**February 21–March 16:** Booth sales

**March 18:** All money must be deposited into troop bank account.

**December 9:** Kentuckiana Credits expire

### Phases of the Program

**Digital Cookie:** Digital Cookie begins on January 1 and runs through March 16. Parents/guardians and troop leaders will receive an email in December to setup their Digital Cookie page. More information can be found on pages 8-9.

**Initial Order:** The Initial Order begins on January 1 and runs through January 22. Girl Scouts take preorders from family, friends, neighbors, etc. Orders are submitted to the troop cookie chair.

**Additional Orders:** Girl Scouts can continue to take orders after they turn in their initial order using their **Goal Getter Order Card**. Troops can get additional cookies from cookie cupboards for Girl Scouts to sell door to door or to friends and family. Cookies are available starting on February 20 from cookie cupboards.

**Booth Sales:** Booth sales begin on February 21 and run through March 16. More information can be found on page 23.



# Frequently Asked Questions

## **Can Girl Scouts earn badges?**

Yes! Girl Scouts of every level can earn badges or Daisy petals for participating in the Cookie Program. Every year a Girl Scout can earn a financial literacy and cookie business badge/petal! Check the Volunteer Toolkit for more information.

## **Where do I get cookies?**

In February troops will pick up their cookies. Troops in Louisville Metro will pick up from a central warehouse. Other parts of the council will have an assigned date for a cookie drop in their county. Your Service Unit Cookie Chair will give you more information about picking up your cookies. You can pick up additional cookies for booths or ongoing cookie orders at cookie cupboard locations throughout the council.

## **How do I pay for cookies?**

Make sure to fill out the **Bank Account Submission Form** with your troop's bank information before you begin the Cookie Program. A week after the program ends the amount due to council will be pulled from your bank account. So make sure to deposit all cash and checks received from parents or customers before then.

## **How do I sign up for booths?**

Every service unit has their own process for selecting booths that are located within their service unit. Check with your Service Unit Cookie Chair to see how your service unit assigns booths. Troops can sign up for additional booths in eBudde.

## **Can we take credit card payments?**

Yes! Credit card payments can easily be taken for customers to buy cookies or for parents in your troop to make cookie payments. We use the Clover app. Fees are covered by council. New troops can request an account by completing the **Clover Credit Card App Request**.

## **Are rewards cumulative?**

Yes! There are rewards that can be earned during the initial order, so use pages 25 and 30 to set your troop and individual initial goals. But Girl Scouts will continue to earn rewards as they continue through the Cookie Program, so look at pages 26–31 to see the rewards earned through the entire program! The only exception is the 500+ package Troop Final PGA Super Troop Adventures reward.

## **What do I need for booths?**

- 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. Girl Scouts should wear their uniform or Girl Scout shirt.
- Table and display materials
- Chairs for adults only
- Cash box with money for change
- Signs for marketing your cookies
- Phone or tablet with access to the Clover app
- First-aid kit
- Permission slip for each Girl Scout selling
- Cookies! See page 24 for information on how many cases of each flavor to bring.

