

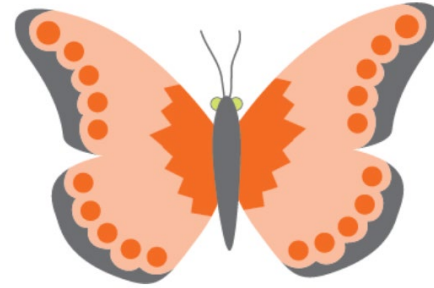
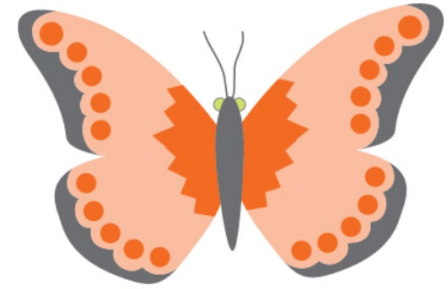
2025 Volunteer Cookie Training Detailed Overview



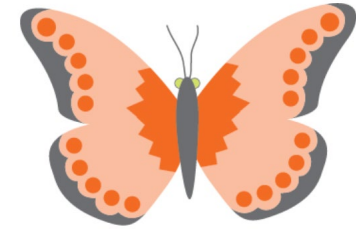
Meeting Agenda



Welcome
Additional Training Opportunities
Cookie Theme and Mascot
2025 Cookie Lineup
Troop Profit and Rewards
Special Highlights
Glossary of Key Cookie Terms
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



Additional Virtual Trainings, Videos, and Resources Available



Navigating eBudde for important steps.
Initial order strategy training.
Cookie booth beginner training.
Troop Digital Cookie training.
Drop in Zoom Q&A sessions.
Personal training with GSK Product Team by appointment.
Cost of cookies price breakdown.

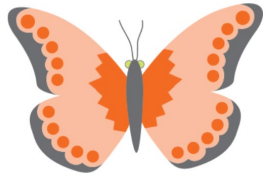
These will be live and recorded trainings posted to the Girl Scouts of Kentuckiana website.

www.gskentuckiana.org/cookieresources

Watch for more information in the weekly Product Power Connection.



2025 Cookie Theme and Mascot



COLOR

Some experts think the panda's distinct coloring helps it hide. Its white body and face disappear in snowy habitats. Its dark arms and legs camouflage it in shade.



BABY PANDAS

Newborn panda cubs are born pink, hairless and they can't see. They are about the size of a stick of butter. Panda mamas keep their babies close for the first month of their lives.



DIET

Pandas spend a lot of time eating. Like, a lot. They spend 10-16 hours a day sniffing and crunching on food – mostly bamboo.



POTTY HABITS

Pandas poo 40 times a day and sometimes do handstands when they pee!



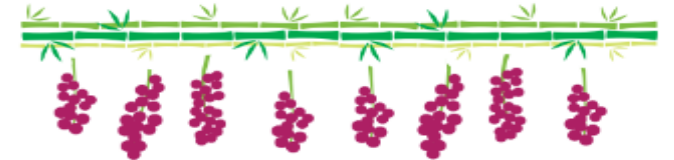
JUNGLE QUEEN BUTTERFLIES

Once a year, over 400 species of butterflies visit the bamboo forest of southwestern China, where pandas live. It's like a butterfly explosion.



SCHISANDRA BERRIES

Efforts to save this superfood berry, and lessons on how to harvest it, have helped to save pandas' lives! Schisandra berry conservation has helped increase panda populations by 17%.



Cookie Program Material

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**.



General Housekeeping

Are you and your girls registered?

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

Do you have a troop bank account?

You must have a bank account with 2 unrelated adults on the account in order to participate in any product programs. This is because we ACH your cookie funds due to the council.

If you need help regarding troop bank account set up contact Customer Care.

Do you have cookie materials for your troop?

Materials will ship directly to troops based on girls registered by October 22.

Troops can request additional materials.



Glossary of Key Cookie Terms

Technology Terms

eBudde AND eBudde Troop App Plus
Digital Cookie/Digital Order Card (DOC)
Clover App/Card Reader
Girl Scouts of Kentuckiana Website

Other Cookie Terms

Packages and Cases
Per Girl Average (PGA)
Cookie Cupboards
Kentuckiana Credits
Product Power Connection

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

www.gskentuckiana.org/cookieresources



2025 Cookie Lineup

- 9 great flavors.
- \$6.00 Core/\$7.00 Specialty.
- 8 pack samples are available.
- Last year for S'mores.
- S'mores will be available at cookie cupboards.
- Toffee-tastic is for initial order only.
- **New cookie in 2026!**

<p>Lemon-Ups® 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. UD</p> 	<p>Trefoils®</p> <p>Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg. UD</p> 	<p>Do-si-dos® • 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. UD</p> 
<p>Samoas® • Real Cocoa • Real Coconut</p> <p>Crisp cookies with caramel, coconut and dark chocolaty stripes Approximately 15 cookies per 7.5 oz. pkg. UD</p> 	<p>Tagalongs® • 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. UD</p> 	<p>Thin Mints® • Made with Vegan Ingredients • Real Cocoa</p> <p>Crisp, chocolaty cookies made with natural oil of peppermint Approximately 30 cookies per 9 oz. pkg. U</p> 
<p>Girl Scout S'mores® • 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. UD</p> 	<p>Toffee-tastic® • No Artificial Flavors GLUTEN-FREE</p> <p>Rich, buttery cookies with sweet, crunchy toffee bits Approximately 14 cookies per 6.7 oz. pkg. UD</p>  <p>CERTIFIED GLUTEN-FREE NSF</p>	<p>Adventurefuls™ • 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. UD</p> 



Troop Profit and Rewards

Basic Troop Profit

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.

Super Troop Profit

300+ packages PGA

Troops receive additional \$0.05 per package for all cookies sold

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.

Deadline for CSA troops to opt out is January 16, 2025.



VIP "Sweet Success" Tour Experience



Rewards

1,000+ Celebration Event (Girl Reward)

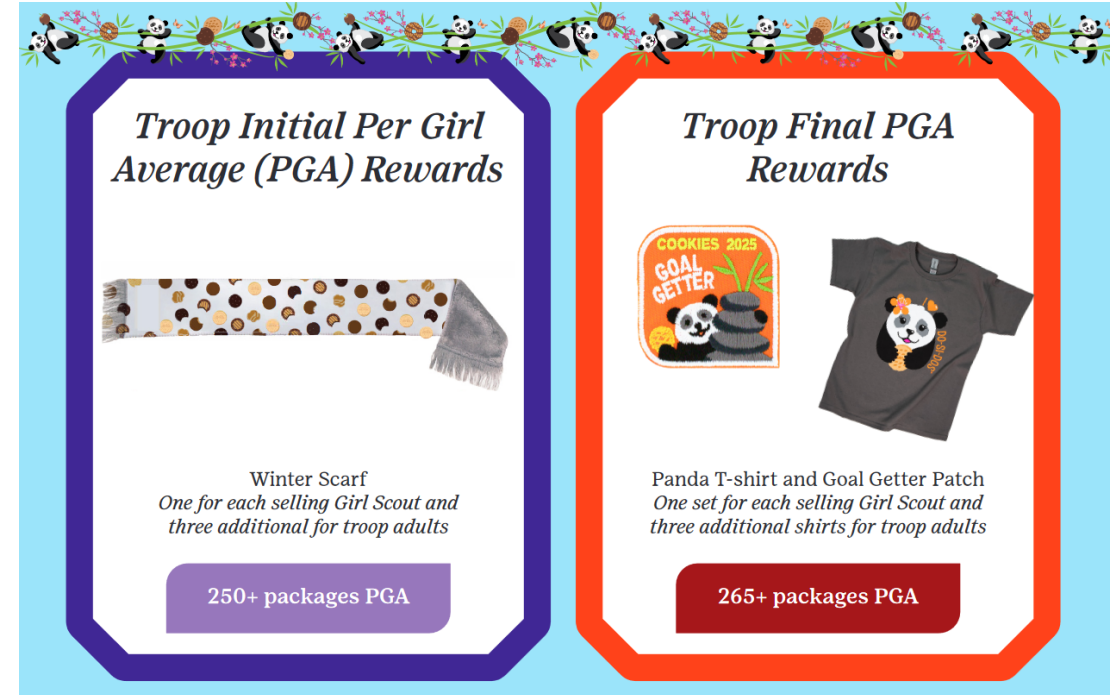
Girls that sell 1,000+ packages

Troop Initial Per Girl Average (PGA) Reward

250+ packages PGA

Troop Final Per Girl Average (PGA) Reward

265+ packages PGA



Cookie Program Phases

When, Where and How?

Cookie Program Begins on January 1, 2025

Initial Orders

January 1, 2025 – January 22, 2025
Digital Cookie and Paper Order Card



Additional Paper and Digital Orders

January 23, 2025 – March 16, 2025

Cookie Booths

February 21, 2025 - March 16, 2025
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

Volunteer access on December 10, 2024.

Parent/Guardian welcome email will be sent to all registered Girl Scouts on December 14, 2024.

Girl links live January 1, 2025.

Troop Links (girl delivered and shipped) live February 21, 2025.

Girl Delivery – Customers will order online and pay for the order. Girls will deliver cookies to customers in February.

Direct Ship – Customers will order online and pay for shipping.

Donate – Operation: Cookie – Customers can make a \$6.00 donation. Troops and girls will still receive credit for these “virtual” packages of cookies.

Digital Cookie



Techie Patch

25+ packages



Handle with Pop-in Charm

50+ packages



Operation: Cookie

Operation: Cookie is a council-wide “gift of caring” donation program. Troops can take orders for cookies that will be shipped directly to US Military servicepersons and organizations as well as first responders.

Operation: Cookie



Gift of Caring Charm

12+ packages



Gift of Caring Patch

25+ packages



Initial Orders

January 1, 2025 – January 22, 2025

Digital Cookie Begins

January 1, 2025 (girl delivery, ship and donate)

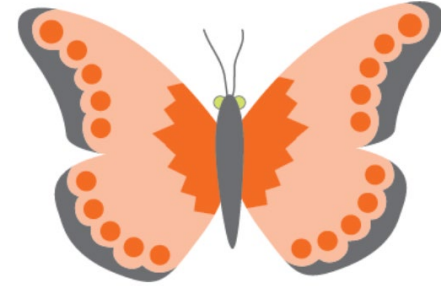
Paper Order Card Begins

January 1, 2025

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 January 22, 2025.

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.



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, 2025 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 13-15, 2025)



Additional Orders and Cookie Booths

Additional Orders

January 23, 2025 – March 16, 2025

Girls and troops can continue to sell cookies.

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

February 21 – March 16, 2025



Things to Consider

Keys To Cookie Program Success

Host a family engagement meeting.
Identify parent helpers in your troop.

Maximize Your Cookie Program Potential

Set Troop goals and encourage Girl Scouts to set individual goals.
Encourage participation in all levels of the program.
Discuss pins and badges that girls can earn.

Cookie Booth Participation

Council booths.
Service Unit booths.
Troop and Family booths.
Make a plan to participate!



Cookie Booth Planning

Service Unit Cookie Booths

- Walmart locations
- Drive through booth locations
- Cookie booth draw options

Council Cookie Booths

- Mall locations
- Whistle Express Car Wash
- Drive through

My Sale Cookie Booths

- Communication with Service Units
- Kentuckiana Credits



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 www.gskentuckiana.org/cookieresources.



Cookie Money Tips

When and how do we collect money?

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.

Troops may request a Clover account to take card payments from families and customers.

All cookie money is due in the troop bank account by March 18, 2025.

Council ACH process begins the week of March 25, 2025.

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 can 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.



Save the Dates for Cookie Rally Fun and Girl Scout Mobile Shops

Monday, December 2, 2024

Vertical Jump Trampoline Park
Kentucky Oaks Mall, Paducah
5:30pm – 7:30pm Central

Sunday, December 8, 2024

Kentucky Science Center, Louisville
Includes an IMAX show
5:30pm – 7:30pm Eastern

Monday, December 9, 2024

BG Skate (Roller Skating)
Bowling Green
6:00pm – 8:00pm Central

Thursday, December 12, 2024

Xtreme Arcade (Mini golf & mini bowling)
Elizabethtown
6:00pm – 8:00pm Eastern

Sunday, December 15, 2024

Elite Air Trampoline Park
Owensboro
5:00pm – 7:00pm Central

Monday, December 16, 2024

Clarksville Strike & Spare (Bowling & more)
Indiana
6:00pm – 8:00pm Eastern



Important Dates

eBudde and Digital Cookie open to Volunteers

December 10, 2024

Digital Cookie AND Paper Orders Begin

January 1, 2025

Initial Order and Rewards Due

Troops - January 22, 2025

Service Units - January 23, 2025

Initial Cookie and Reward Deliveries

February 19-29, 2025

Booth Sales

February 21 - March 16, 2025

A full list of all Cookie Program dates can be found at www.gskentuckiana.org/cookieresources.



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

Customer Care:

customercare@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

Watch for more information in the weekly Product Power Connection.

