



Troop Cookie Sale Manager Guide

Digital Cookie® Sales begin December 1, 2023 / Booth Sales February 1-29, 2024



Welcome to the 2024 Girl Scout Cookie Sale Program!

The Cookie Sale Program is an amazing opportunity for your Girl Scouts to participate in a program that will develop life skills and help raise funds for troop activities. When you guide girls through the Cookie Sale Program, you will get a firsthand look at the skills and confidence girls develop along the way. Your support during the sale means all the difference and we truly appreciate your time and dedication to the girls in your troop.

Kick-off sales online in December and beat goals with booth sales in February!

While girls won't have cookies until just a few days before the sale begins, they can use their paper order cards and Digital Cookie® to begin marketing their sale starting December 1, 2023. Booth sales begin on February 1, 2024. Girls can set up and use the Digital Cookie® site starting on December 1, 2023.

It Takes a Team! The Girl Scout Cookie Sale Program season is a group effort.

A Troop Leader will benefit from having a Troop Cookie Sale Manager to coordinate the logistics of the sale. A Troop Cookie Sale Manager will benefit from parents helping with picking up Girl Scout Cookies, supporting booth sales, and more. Build your team and you will build a great experience for the girls.

To participate, a troop will need:

- At least one registered adult volunteer to manage the Cookie Sale Program for your troop. It is good to also have a back-up person who can help during the sale.
- The Troop Cookie Sale Manager must complete training to participate. If the back-up can also attend, that is helpful.
- Participating girls must be registered Girl Scouts for the 2023-2024 membership year and a parent/guardian must complete the online permission form before they can begin selling (DL# required).












Troop Proceeds let girls do amazing things!

- All troops will receive a base proceeds price of 75 cents per box sold.
- Troops who met participation requirements for the 2023 Fall Product Sale will receive a base proceed of up to 80 cents per box sold.
- Troops who met Early Bird renewal requirements are eligible to receive additional proceeds for every box sold.
- Junior, Cadette, Senior, and Ambassador troops who opt-out of rewards will receive an additional 2 cents per box sold. Girls will still be eligible to earn patches, Extreme Team and Top Seller rewards. Troops must opt out by March 1, 2024.
- Troops can earn an additional 3, 6 or 9 cents per box sold if the service unit increases the total number of boxes sold by 3, 6 or 9 percent over the previous year's total sales. (If the service unit increases the sales volume 3% over the previous year's total sale, each troop in that service unit will receive an additional 3 cents for EVERY box sold; if 6% over, an additional 6 cents and if 9% over, an additional 9 cents.) This bonus will be deposited into the troop account after the sale is reconciled.

How Much Do I Order?

Troops should plan their sale with a specific goal of selling enough cookies to generate the proceeds they need for planned activities or by using an average number of boxes girls can be asked to sell. The per girl average in 2023 was 369 boxes of cookies.

Percentages by variety recommended for the 2024 Cookie Sale:

 Thin Mints—29%	 Samoaas—20%	 Tagalongs—12%
 Do-Si-Dos—8%	 Trefoil—9%	 Lemon Ups—6%
 S'mores—6%	 Toffee-tastic—3%	 Adventurefuls—7%

***Troops are responsible for cookie orders. No returns.**

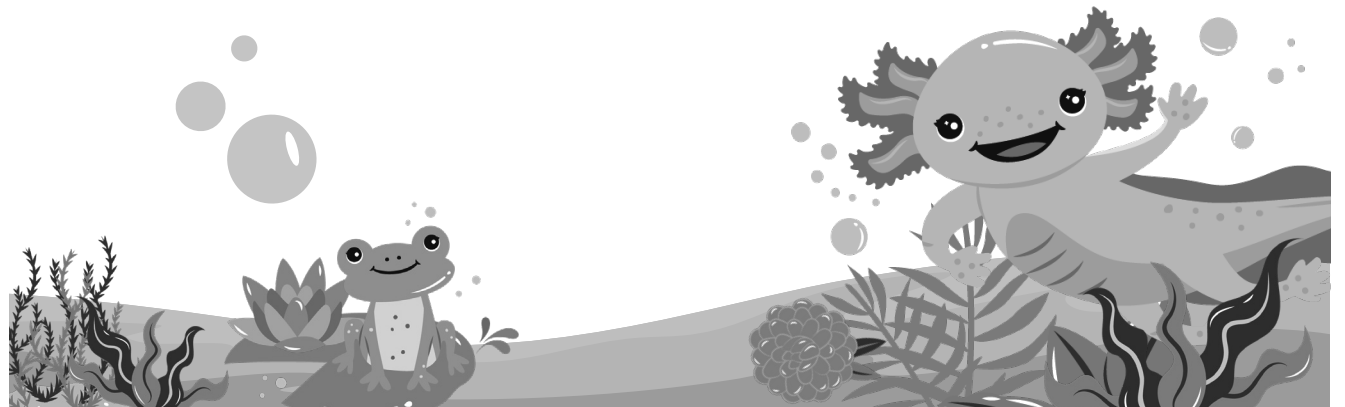
Important Dates

Late November/ Early December	<ul style="list-style-type: none"> • If you haven't done so, schedule a parent meeting to explain the program and encourage families to participate in the GSSEF Cookie Sale Program. • Ask parents/guardians to sign online permission forms and distribute girl materials. • Make sure you have a current ACH Authorization Form on file with GSSEF. If not, fill out the online form located on our website at www.gssef.org. • Digital Cookie® set-up emails get sent to Troop Leaders and parents. Make sure your email address is up-to-date so you get this email and can help your Girl Scout set up her site. Contact customer-care@gssef.org to update your email address. • You will find more resources on our website at gssef.org
December 1	Girls may begin marketing the Cookie Sale Program and may launch their digital site. Digital Cookie® lets her market her sale anywhere using the Direct Delivery option or locally using the Girl Delivered option. See the Digital Cookie® flyer for more details.
January 2	eBudde Booth Lottery Begins.
January 4	Test ACH withdrawal of \$0.02.
January 8	Bank information cutoff for Initial Order Submission.
January 9	Troop Initial Orders are due in eBudde.
January 27/28	Initial Order pickup. See the back of this envelope for guidelines on how many cases will fit in a vehicle. Your Service Unit Product Sale Coordinator (SUPSC) will share instructions on the pickup process at training.
February 1	First day of Cookie Booth Sales. Reorders available. Cupboards are open. Check their hours of operation and submit reorders in eBudde.
February 20	GSSEF will withdraw, via ACH, from your troop account, 60% of the initial order that your troop placed on January 9. If you earned the Initial Order reward, the ACH withdrawal will be only 35%. See flyer on our website for details at www.gssef.org .
February 29	Booth sales end. Digital Cookie® closes.
March 1	Last day for Junior, Cadette, Senior, and Ambassador troops to opt out of rewards.
March 7	Final ACH payment - all funds due from your troop for the 2024 Cookie Sale Program.
March 10	Troop reward selections DUE in eBudde.

IMPORTANT CONTACT INFORMATION

My Service Unit Product Sale Coordinator: _____
 Phone: _____ Email: _____
 eBudde Website: <https://ebudde.littlebrownie.com/> eBudde Login: _____ my email address
 My Password: _____ prior year password- if new or password if forgotten, please select "forgot your password" to reset and gain access.
 Initial Order Pick-Up Time/Location: _____

For additional information and copies of any important materials you might need, visit www.gssef.org.



Checklist

- ✓ Make sure you have a current ACH Authorization Form on file with GSSEF. If not, fill out the online form located at www.gssef.org. Your troop will not receive cookies to sell without a bank account on file.
- ✓ Hold a parent meeting to explain the details and benefits participating in the Cookie Sale Program.
- ✓ Be sure guardian permission form for each girl are complete before distributing cookies (DL# required).
- ✓ Review this envelope for step-by-step instructions for happenings throughout the sale.
- ✓ Review the program materials in this envelope and share with your girls and families.
- ✓ Communicate regularly with your parents and ask for help when needed.
- ✓ Discuss goal setting with the girls and families.
- ✓ **Initial Troop Orders are due in eBudde by January 9, 2024.**
- ✓ **Ensure your troop's current banking information is entered into eBudde by 1/8/2024 to ensure initial order eligibility.**
- ✓ Cookie pick-up location selection will be available in eBudde, on the "delivery" tab, right after entering your troop's initial order. If no selection is made, a pickup location/time will be assigned to you.
- ✓ Keep great records. **Make sure you get signatures and provide receipts anytime cookies or money change hands.**
- ✓ Set up a schedule to distribute cookies to your families. Ask for help. Only open cases as they are needed to fill girl orders.
- ✓ Collect money from your families on a consistent basis (**we recommend weekly at minimum**). Collect money before distributing additional cookies and always have parents sign for the cookies they are receiving and the money they are turning in.
- ✓ After the first week of the sale, ask for an update of unsold cookies. If needed, move cookies between girls or between troops in your service unit. Use the eBudde Cookie Exchange tab to help trading among troops.
- ✓ Meet all deadlines. If you're unable to meet a deadline, be proactive; inform your Service Unit Product Sale Coordinator as soon as possible.
- ✓ Have a girl who is new to the sale or wants to sharpen her skills? Register her to attend S.M.A.R.T. Cookie on January 20, 2024. Register at www.gssef.org.
- ✓ Encourage girls to complete the Corporate Cookie Connections Patch Program to increase their sales and sharpen their negotiation skills.
- ✓ Program materials to enhance a girl's experience can be found in this envelope and on www.gssef.org.
- ✓ Allocate all cookies to girls in eBudde to ensure girls receive the rewards they earned. Rewards calculate automatically based on the allocation of the cookies sold by each girl.
- ✓ Submit girl rewards in eBudde by 3/10/24.



Money Handling and Banking Procedures

Payment for Cookies

- » Customer payment for cookies may be made by cash or credit card.
- » We do not recommend that troops accept checks from anyone that they do not have a personal relationship with. If a check is accepted, it must be payable to the troop and deposited into the troop bank account.
- » All monies should be deposited into the troop bank account regularly throughout the sale. Weekly deposits are recommended.



ACH Withdrawal Schedule

- » **February 20, 2024**
GSSEF will withdraw, via ACH, from your troop account, 60% of the initial order that your troop placed on January 9, 2024. Funds should be in the account no later than February 16, 2024 to ensure availability on February 20, 2024. If you earned the Initial Order reward, the ACH withdrawal will be 35%. *See flyer on www.gssef.org for details.*
- » **March 7, 2024**
GSSEF will withdraw, via ACH, from your troop account, all funds due from your troop for the 2024 Cookie Sale. Funds should be in the account no later than March 4, 2024 to ensure availability of funds on March 7, 2024.

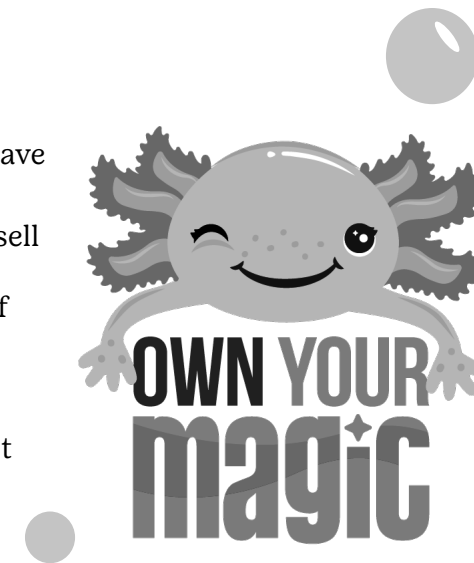
Record Keeping

- » GSSEF will record your ACH withdrawals and deposits into eBudde. The deposits and current balance owed will be reflected on your Troop Sales Report.
- » Provide a receipt to guardians for any cookies received and money turned in during the sale.
- » Allocate cookies and payments to each girl order record in eBudde throughout the sale.
- » At the end of the sale, view or print the Troop Sales Report and verify that all of the information is accurate.
- » The Troop Sales Report should have a zero balance.

Worried about over ordering?

Initial order is a very important component of a successful sale. Varieties can be limited during active selling. To ensure that you have the varieties you need when you need them, initial order is critical.

We recommend an initial order of 90-100% of what you expect to sell throughout the sale. If you are a returning troop, base your initial order on what your **troop's final sales were the previous year**. If this is your first-time selling cookies, we recommend that you use our 2023 per girl average of 369 boxes per girl as a guide for your troop order. Doing this will ensure that you have plenty of cookies to see you through the first and second weekends of the sale. Don't waste precious time at a cookie cupboard when you could be at a cookie booth!



How many cases fit into a vehicle?



COMPACT OR THREE DOOR:
23 cases



HATCHBACK OR SMALL WAGON:
25 to 30 cases



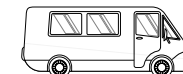
MID-SIZE SEDAN:
35 cases



MID-SIZE SUV:
75 cases

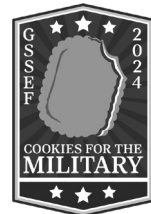


FULL SIZE VAN WITH SEATS OR LARGE SUV:
150 cases



FULL SIZE VAN WITHOUT SEATS:
200 cases

These figures are approximate and assume that all passenger and cargo space is available.



Cookies for the Military

Our successful Cookies for the Military program sent thousands of boxes to the women and men serving in our U.S. Armed Forces last year. Help us reach the 2024 goal of 75,000 boxes! Check out the flyer at www.gssef.org for a list of rewards you can earn by donating 24 boxes or more to our Cookies for the Military program!

More Resources

Check out our website at www.gssef.org for more resources that can help support your troop's sale.

