

girl scouts
of west central florida

2023-2024

Girl Scouts of West Central Florida

Girl Scout Cookie Program[®] Volunteer Guide



OWN YOUR
magic

There's a reason the Girl Scout Cookie Program is a celebrated tradition. It's an amazing opportunity to Own Your Magic and for Girl Scouts to build lifelong skills!

The largest girl-led entrepreneurial program in the world also offers an incredible opportunity for you as a volunteer. You get to see firsthand how girls grow, learn, and come into their own. We give you the resources you need to guide girls in discovering hidden talents, uncovering new strengths and developing the entrepreneurial mindset that will serve them far beyond cookie season.

Thanks for all you do for our Girl Scouts!

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Calendar 2023–2024



2023

- Oct. 30:** Booth and cookie rally training opens for Service Unit Leaders and Service Unit Cookie Managers via gsLearn
- Nov. 15:** Training on-demand opens for Service Unit Leaders and Service Unit Cookie Managers via gsLearn
- Nov. 30:** Training on-demand opens for Troop Leaders and Troop Cookie Managers via gsLearn
- Dec. 12:** Service Unit Cookie Managers' virtual live Q&A session regarding cookie training
- Dec. 13:** Troop Cookie Managers' virtual live Q&A session regarding cookie training (this is not a training, but a great opportunity for new leaders to ask questions)
- Dec. 20:** eBudde access opens for service unit and troop volunteers
- Mar. 1:** Last day customers can choose the girl delivery option
- Mar. 5:** Last day that requests can be made to add girls to eBudde
- Mar. 7:** Second ACH sweeps
- Mar. 8:** Cupboards close
- Mar. 10:** Cookie program ends (both paper and online sales); 'Bling Your Booth' contest ends; and it is the last day for Junior, Cadette, Senior, and Ambassador troops to opt out of rewards
- Mar. 17:** Last day for troops to enter final rewards and troop-to-troop transactions
- Mar. 18:** Outstanding caregiver/parent information due
- Mar. 19:** Service units must submit final reward orders, as access to editing eBudde ends at 11:59 p.m.
- Mar. 28:** Final ACH sweep
- Apr.-May:** Rewards are shipped to the Service Unit Leader for distribution to the Troop Leader

2024

- Jan. 3:** Cookie program begins. First day girls/caregivers can access the Digital Cookie system
- Jan. 15:** Troop starting inventory order (SIO) is due
- Jan. 16:** Service unit confirmation of starting inventory order (SIO) due by 11:59 p.m.
- Jan. 29-**
- Feb. 2:** Cookie Booth Scheduler rounds
- Feb. 1-5:** Cookie delivery to troops
- Feb. 1:** Girls begin 'Cookies on the Spot,' 'Lemon-Ups' stands, and mobile booths
- Feb. 7:** Cupboards open (hours of operation vary by location)
- Feb. 9:** Community 'Early Invite Cookie Booths' open
- Feb. 16:** Cookie booths open and 'Bling Your Booth' contest begins
- Feb. 16-18:** National Girl Scout Cookie Weekend
- Feb. 22:** First ACH sweep

Cruising with Mary Pat Super Seller Event

- ▶ 2,000+ packages
- ▶ May 4, 2023



Celebrate your super seller's success with an afternoon cruise on the Bay with GSWCF CEO Mary Pat King. Girls can invite a caregiver and a Girl Scout friend to enjoy lunch, dancing, Girl Scout activities, and lots of fun!



Welcome

What an exciting year we have ahead! Our Girl Scouts today have so many opportunities to share Girl Scout Cookies: in-person, door-to-door and booth sales, and online through the Digital Cookie platform.

For decades, girls have used this program to develop five skills (see page 13) that power their Girl Scout experience. That will always be an integral part of the Girl Scout Cookie Program. No matter which path you take—virtual, in-person, or both—we've got tips and resources to support our volunteers and girls the whole way through.



What's New for 2023-2024?



Cookie Crossover Patch

Girls can earn the 'Fall & Cookies Crossover' patch by having participated in the 2023 Sweets & Treats product program (created avatar, sent 18+ emails, and sold five items) AND selling 325 packages of cookies during the 2024 Girl Scout Cookie program. Plus, she will earn her 2025 GSWCF membership.*

**Graduating Girl Scouts will earn a \$25 credit toward their Girl Scout Lifetime membership, which must be redeemed for the 2025 membership year.*

'Early Invite' Community Booths

The booth season starts a week early with special community booth 'early invite' businesses. Community businesses (non-council booth locations) are invited to host booths starting on Feb. 9. Booths must be coordinated through the Service Unit Cookie Manager.

You & Me Booths

You & Me booths are held at an approved booth location where the Girl Scout, with the support of her caregiver, markets her cookies to customers. The adult caregiver agrees to follow specific guidelines to participate in a You & Me booth and must sign the You & Me Booth Sales Agreement to participate.

Change to Cookie Price

GSCWCF leadership determined that for the long-term fiscal health of the council, all cookie varieties will increase to \$6 per package starting with the 2024 Girl Scout Cookie season. A benefit of this change is that each troop's proceeds level will increase. The troop bonus will also increase for those troops that meet specific requirements. See page 14 for additional information.

Meet the Girl Scout Cookies

All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt \$6.00
 Approximately 15 cookies per 6.3 oz. pkg.
 Ⓢ ⓓ

Lemon-Ups®
 NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits \$6.00
 Approximately 12 cookies per 6.2 oz. pkg.
 Ⓢ ⓓ

Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe \$6.00
 Approximately 38 cookies per 9 oz. pkg.
 Ⓢ ⓓ

Do-si-dos® • Made with Natural Flavors
 • Real Peanut Butter
 • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling \$6.00
 Approximately 20 cookies per 8 oz. pkg.
 Ⓢ ⓓ

Samoas® • Real Cocoa
 • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes \$6.00
 Approximately 15 cookies per 7.5 oz. pkg.
 Ⓢ ⓓ

Tagalongs® • Real Cocoa
 • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating \$6.00
 Approximately 15 cookies per 6.5 oz. pkg.
 Ⓢ ⓓ

Thin Mints® • Made with Vegan Ingredients
 • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint \$6.00
 Approximately 30 cookies per 9 oz. pkg.
 Ⓢ

Girl Scout S'mores® • Made with Natural Flavors
 • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling \$6.00
 Approximately 16 cookies per 8.5 oz. pkg.
 Ⓢ ⓓ

Toffee-tastic® • No Artificial Flavors
 GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits \$6.00
 Approximately 14 cookies per 6.7 oz. pkg.
 Ⓢ ⓓ

Troop Cookie Manager Checklist

Presale Checklist

- Check the troop roster, make sure all girls are registered.
- Remind adult volunteers and caregivers who are interested in helping that they must be registered and background screened.
- Update troop rosters by Dec 1. If you have any questions about a troop's roster, contact the Customer Care Team at 800-881-4475 or 813-281-4475 or info@gswcf.org.
- Remind caregivers to verify their email and mailing address in their MyGS account. GSWCF notifies the primary caregiver about earned girl rewards and sends emails to the address listed in MyGS. Contact info@gswcf.org with updates.
- Complete the Troop Cookie Manager training through gsLearn. Review and download all additional resources listed in gsLearn.
- Fill out the online Cookie Manager Access request form.
- Reach out to your Service Unit Cookie Manager to set a day and time to pick up your troop materials.
- Decide if your troop will use Clover and Cheddar Up credit card options. Take any required trainings associated with these programs.
- Conduct a caregiver meeting. Discuss caregivers' responsibilities for a successful sale.
- Work with girls to set troop and individual goals.
- For Junior, Cadette, Senior, and Ambassador troops: Have a troop discussion about opting out of rewards. If they choose to opt out, complete an opt-out form and update the status in eBudde.
- Verify all caregivers have completed the Caregiver Permission & Responsibility form.
- Review Safety Guidelines with your troop.
- Review Volunteer Essentials guidelines at gswcf.org.
- Sign into eBudde once you receive your email link.
- Review 'Girl' tab in eBudde to view your roster.
- Submit 'Missing Girl' form for any girls missing in the eBudde cookie troop roster.
- Enter or verify the last four digits of your troop's bank account information in the eBudde 'settings' tab.
- Make sure to review all information in eBudde and make any corrections before the season begins.



During Sales Checklist

- Log into the Digital Cookie system to ensure that all girls are showing in the roster.
- Assist girls/caregivers with logging into the Digital Cookie system, as needed.
- Continually communicate with the girls and their caregivers.
- Remind caregivers to check girl delivery orders and approve timely. Orders must be approved within five days.
- Pick a delivery location and time to pick up troop starting inventory order (SIO) cookies.
- Print out a copy of the troop cookie delivery ticket from eBudde to pick-up your starting inventory order (SIO).
- Pre-stage the girls' orders and prepare itemized receipts.
- Review booth etiquette guidelines with the girls and their caregivers. Rules and regulations are designed to ensure girl safety, excellent customer service, and promote a successful, fair, fun, and safe cookie season.
- Check that all the girls' delivery orders have been distributed to girls/caregivers for delivery and have been assigned to the girls in eBudde.
- Verify that all transactions for the girls are completed—all cookies either given to the girls or sold at the cookie booths have been assigned to the girls in eBudde.
- Update the 'Girl' transactions tab in eBudde regularly. Transactions should match receipts.
- Verify with caregivers that all girl delivery orders have been approved in Digital Cookie and delivered to customers.
- Deposit the cookie funds (collected weekly) into the troop's bank account.
- Ensure caregivers sign and/or are provided receipts for all cookies picked up and monies turned in.
- Verify with all girls that their reward choices have been entered and submit the final reward order.



Post-Sale Checklist

- Deposit all cookie funds into the troop's bank account before the final ACH sweep.
- Juliettes (Independently Registered Girls) must deposit all cookie funds into the council account using the provided account information.
- Give girls credit for all booth sales in eBudde.
- Enter girl reward choices in eBudde and submit them by the deadline.
- Submit outstanding caregiver information by the deadline.
- Print the troop's reward report from eBudde.
- Pick up rewards from the Service Unit Cookie Manager (April/May 2024).
- Contact girls' caregivers to distribute rewards in a timely manner.
- To ensure accuracy, caregivers should sign for rewards when picking them up.
- Remember all 'Council Dough,' 'Camp Bucks,' troop camping credits, and events are sent (emailed) directly to the girls. Non-bakery provided reward items are shipped directly to the girl.
- Remind caregivers to update their emails and mailing address in their MyGS account. GSWCF communicates about reward status through the primary caregiver's email as listed in their MyGS account.

Service Unit Cookie Manager Checklist

Presale Checklist

- Complete service unit level product manager training.
- Sign online service unit Product Manager Agreement.
- Communicate with troops about Troop Cookie Manager training.
- Log into eBudde after receiving the welcome email.
- Invite Juliettes (Independently Registered Girls) to participate in the cookie program.
- Remind troops about credit card payment options for customer and caregiver payments.
- Visit local stores to schedule cookie booths.
- Pre-stage troop materials for pickup by troops who complete the training: Order card (1 per girl), money envelope (1 per girl), Gift of Caring tabletop flyer (1 per troop); Hometown Hero tabletop flyer (1 per troop); Caregiver/Parent Responsibility Permission form (1 per girl), Gimme Samoa flyer (10 per troop), and receipt books (2-3 per troop).
- Submit the cookie booth spreadsheet to the Product Program Department by Jan. 20.

During Sales Checklist

- Remind Troop Cookie Managers to look out for the welcome email to login to eBudde. Check the 'Girl' tab to view their troop rosters.
- Ensure that troops have verified their troop banking information.
- Verify that all troops entered the girls' starting inventory order (SIO) in eBudde by Jan. 16.
- Verify all troops with starting inventory orders (SIO) and/or girl delivery orders have chosen the delivery date/time/location.
- Communicate with troops regularly about important dates, reminders, etc.



Post-Sale Checklist

- Remind troops to deposit all funds into their bank account prior to the ACH sweep dates.
- Remind troops to verify that all girl rewards have been chosen by March 17.
- Once rewards are delivered (April/May 2024), count and confirm that all items were received.
- Notify the product program department of any missing reward items within 10 days of receiving the rewards. Update the council about missing/damaged items by completing the Missing/Damaged Rewards form at <https://gswcf.jotform.com/team/product-program/2024-damagedmissing-rewards>
- Distribute rewards to troops as soon as they are verified. Ensure troops count and sign for rewards. Download and/or print the following reports:
 - Troop Reward Excel report (provides information on rewards earned for each troop)
 - Troop Products & Financials Excel report (provides financial information to include troop proceeds)
- Provide the Service Unit Accounting Coordinator with a copy of the Troop Products & Financials report.
- Remind troops to submit their outstanding caregivers by March 18.

Getting Started

Requirements for the 2024 Cookie Program:

Get Registered

Only registered adults with an approved volunteer role and up-to-date favorable background screening are permitted to coordinate a troop's cookie program. Girls must be registered for the 2024 membership year to participate. Memberships should be verified in the Troop Leaders' MyAccount member profile (gswcf.org).

Toward the last week of December, you will receive an email from eBudde to login to your eBudde account. If you don't receive the email, go to cookieportal.littlebrownie.com. Only volunteers who have completed the training and completed a Troop Cookie Manager Access Request form will be provided access. Once you are in the system, you can check your troop's roster.

- Verify your troop's bank account information in eBudde
- Check out the "Money Matters" section on page 25 for detailed information
- Host a caregiver meeting

Troops are responsible for reviewing Girl Scouts Cookie Program information, distributing materials to girls and verifying each girl has a caregiver complete the Caregiver Permission & Responsibility form.

Caregiver Meeting Checklist

- ☑ Host a Cookie Program Training night for girls and their families. Explain the purpose of the program as a troop opportunity to generate funds for your troop and handout program materials
- ☑ Inspire! Encourage! Motivate! You are the face of the program. How you present the program will have a big effect on the girls' enthusiasm and caregiver support.
- ☑ Review the five skills girls will learn: goal setting, decision making, money management, people skills, and business ethics. These valuable skills are the heart of every product program and will last a lifetime.
- ☑ Troops and girls should set individual and troop goals for both in-person and online, as well as Gift of Caring goals. Reinforce how individual sales goals help the troop reach its overall goal and fund troop program activities.
- ☑ Review all important dates and deadlines. Meeting due dates is critical to the success of the program; stress the importance of timeliness with families.
- ☑ Review safety guidelines for girls.
- ☑ Review money-handling procedures. Set clear expectations for conduct and the collection of monies due to troops.



Caregiver Permission & Responsibility Form

- Caregivers must fill out a caregiver permission form for each girl participating in the program.
- Permission forms not only allow girls to participate, they also demonstrate the caregiver's willingness to be held accountable for program deadlines, orders taken, products delivered, and monies received. The form is mandatory and a critical requirement for troop financial management of the program and debt collection if a caregiver fails to pay for products.
- Caregiver permission forms should be filled out before the submission of paper and online girl delivery orders.
- Do not release program materials or products to parents who have not completed and submitted the form.

Safety Guidelines

Show You're a Girl Scout

- Girls should wear a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout T-shirt) to clearly identify themselves as Girl Scouts.

Use the Buddy System

- Girls should always use the buddy system. It's not just safe, it's fun.

Be Street Wise

- Girls should become familiar with the areas and neighborhoods where they will be selling Girl Scout products.

Partner with Adults

- Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girls in grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone.

Plan Ahead

- Girls should be prepared for emergencies, and always have a plan for safeguarding their money.

Do Not Enter

- Girls should never enter the home or vehicle of a person when they are selling or making deliveries.

Protect Privacy

- Girls' names and home or email addresses should never be given out to customers. Customer information should not be shared unless necessary for the product sale.

Be Safe on the Road

- Girls should always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. They should be aware of traffic when product or passengers are being unloaded.



Be Net Wise

- Girls must have their caregiver's permission to participate in all online activities, and must read and agree to the GSUSA Internet Safety Pledge before conducting any online activities.

Additional Possible Safety Protocols

Here are some additional safety measures to consider as they pertain to in-person delivery of Girl Scout Cookies:

- Encourage girls to participate in the online platform to take orders.
- Encourage girls to print door hangers to leave on customers' doors.
- Discuss the potential need for girls to schedule porch drop-offs of customers' products for when the customer is home.
- Consider the need to collect payments from customers via credit card for paper card orders.
- Review the need to collect caregiver payments via credit card (Cheddar Up option).



Additional information will be communicated to troops, girls, and caregivers if the need arises.

Pins & Badges

When a Girl Scout places a pin or a badge on her vest or sash, it symbolizes an important achievement. Cookie Entrepreneur Family pins recognize the five skills girls learn as they begin to think like entrepreneurs through the Girl Scout Cookie Program. Cookie Business badges demonstrate that a girl has developed specific skills related to running her own business. When a Girl Scout wears these emblems, she lets the world know she's a real-life Cookie Boss!

Earning the year-by-year Cookie Entrepreneur Family Pin is the best way to make the Girl Scouts Cookie Program a family affair! Cookie Business badges give Girl Scouts the chance to hone their skills and gain an understanding of the world of business. **Go to gswcf.org/cookies and look for Awards, Badges and Patch Programs under the "For Cookie Sellers" page for more information.**



Selling Strategies



Girl Scouts have a number of options to reach customers during the Girl Scout Cookie Program.

Cookies on the Spot (In-Person Orders)

After girls receive their cookie inventory, they can visit family members, friends, and neighbors and sell cookies right then and there. If they want to get a jump on it, they can use their paper order cards to take preorders. Once the cookies arrive in February, they'll deliver the preorders and collect payment.

Girl Scout Cookie Booths

Troops obtain cookies from a cupboard (locations across the council supplied with cookie inventory) and sell them directly to customers, often at booths in high-traffic areas such as grocery stores, malls, or sporting events. Booth sale times and locations are either organized by the council or approved by the Service Unit Cookie Manager.

Digital Cookie – Direct Ship

Girls create a customized webpage and send emails with a personalized message to family and friends asking them to buy Girl Scout Cookies. Customers purchase cookies through the webpage and they are shipped directly to their home (shipping and handling charges apply). Orders appear automatically in eBudde and girls can track their progress and send follow-up messages.

Digital Cookie – Girl Delivery

Girls who have customers who are local and wish to offer them the ease of shopping online without the adding costs of shipping, can recommend the 'Girl Delivery'* option.

Girl Delivery orders made after the initial order period can be fulfilled through cupboard transactions along with orders for cookie booths or goal-getter sales. Instruct your girls to notify you when they have Girl Delivery sales so you can have adequate inventory on hand. You will schedule the transaction in eBudde, pick it up with your other transactions, or delegate to the parent or another troop volunteer when to pick-up the order and where.

**Caregivers will have five days to approve each girl delivery order in the Digital Cookie system.*

What you need to know to be a super seller!

- The top reason why customers don't buy Girl Scout Cookies is because no one asked them. Don't be afraid to ask!
- Customers buy Girl Scout Cookies for two key reasons—they love the taste AND they want to support the girls. Always share your goals and plans.
- Some customers may opt out or buy fewer cookies because of diet concerns, so be sure to promote the council's Gift of Caring program or your Hometown Hero if your troop selects one.
- Most customers prefer to buy directly from a Girl Scout—whether they are approached in-person or sent an invite to a personal online page.
- Customers buy more boxes when the cookies are bundled. Some successful sellers will bundle with decorative bows and different gift cards/messages (e.g., birthday, anniversary, or "just because").
- Girl Scout Cookie customers are loyal and they tend to buy every year. Girls should keep a list of customers each year so they can return to them.
- When customers are asked to buy multiple times, they often buy multiple boxes.
- Customers want to get the best value for their money so girls can offer them the recipe cards available at LittleBrownieBakers.com.

Five Essential Skills

1 Goal Setting

Girls learn how to set goals and create a plan to reach them.

Action steps: Encourage girls to set incremental, achievable goals. Help girls break down those goals by setting weekly challenges.

2 Decision Making

Girls learn how to make decisions on their own and as a team.

Action steps: Talk with girls about how they plan to spend the troop's cookie earnings.

3 Money Management

Girls learn to create a budget and handle money.

Action steps: Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

4 People Skills

Girls find their voice and build confidence through customer interactions.

Action steps: Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5 Business Ethics

Girls learn to act ethically, both in business and life.

Action steps: Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Girl Scouts Gift of Caring option.



From our Girl Scouts

I have learned how to run a business and develop money management skills. Also, my troop and I get to go on fun adventures together with the money we earned from cookie sales.”

– Isabella C.,
Girl Scout Cadette
9 years in Girl Scouts

Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.



Troop Budget and Proceeds

Troop Budget and Activities

The Girl Scout Cookie Program is a girl-led program. The amount of leading, of course, depends on the level of the troop. Troop cookie proceeds can support the cost for much, if not all, of a troop's activities, uniforms, supplies, and materials.

To help support your troop's expenses and activities at the beginning of the cookie program, start by determining all troop expenses for the upcoming year. Girls will develop their ability to set goals, make decisions and learn how to manage money. Some important questions for girls to consider include:

- Will we need any new uniforms or uniform pieces?
- Is there a need for new Journeys, badges, or patches?
- Do we have a service project picked out?
- Do we want to go camping?
- What supplies or materials do we need for this year's projects?
- Will we raise funds for Early Bird registration next year?
- Do we have any other expenses?

Once the troop's expenses are established, girls can determine how many boxes of cookies they need to sell by considering their proceeds per box. For example, if the troop determines they need \$1,300 for uniforms, camping, and earning badges and/or patches, the troop must sell 1,478 boxes of cookies, from which they'll earn \$1,300.64 (88¢ per box) at the lowest potential troop proceeds level.

Girls participating in booth sales will also reduce the quantity needed to be sold by Girl Scouts on an individual basis. Cookies sold at booths are done as a group and should be applied to each girl individually at that booth sale. Troops divide the total number of boxes sold at the booth by the number of girls who helped at that booth. More information on troop finances and budgeting can be found in Volunteer Essentials: Managing Group Finances.

Troop Proceeds

Troop proceeds are based on a per-girl-average (PGA) with a chance for troops to earn greater proceeds with a higher PGA. Troops must have a minimum of three participating girls in the cookie program to receive troop proceeds. Troops with fewer than three participating girls are not considered a troop and the girl will receive council credits only.

eBudde will automatically calculate troop proceeds, adjusting for PGA. Troops must enter all cookies that are picked-up and give girls credit in eBudde in order for troop proceeds to be determined correctly.

Girl Scout Junior, Cadette, Senior, and Ambassador (J/C/S/A) level troops can opt out of rewards to receive additional proceeds. All girls in a J/C/S/A troop must agree as a whole troop to opt-out of rewards. While troops who opt out will not receive general rewards, they can still earn patches, the troop reward, Gift of Caring rewards, and the Super-Seller event. Multi-level troops with girls below Juniors do not qualify to opt-out of rewards.

Troop PGA	Troop Proceeds	Additional Earnings	Troop Bonus
Less than 250	\$0.88/box	Troops (J/C/S/A) that choose to opt out of rewards earn an additional \$.05 per box.	Troops that meet specific bonus requirements can earn \$.03 additional per box.
250-324.99	\$0.90/box		
325 or more	\$0.92/box		

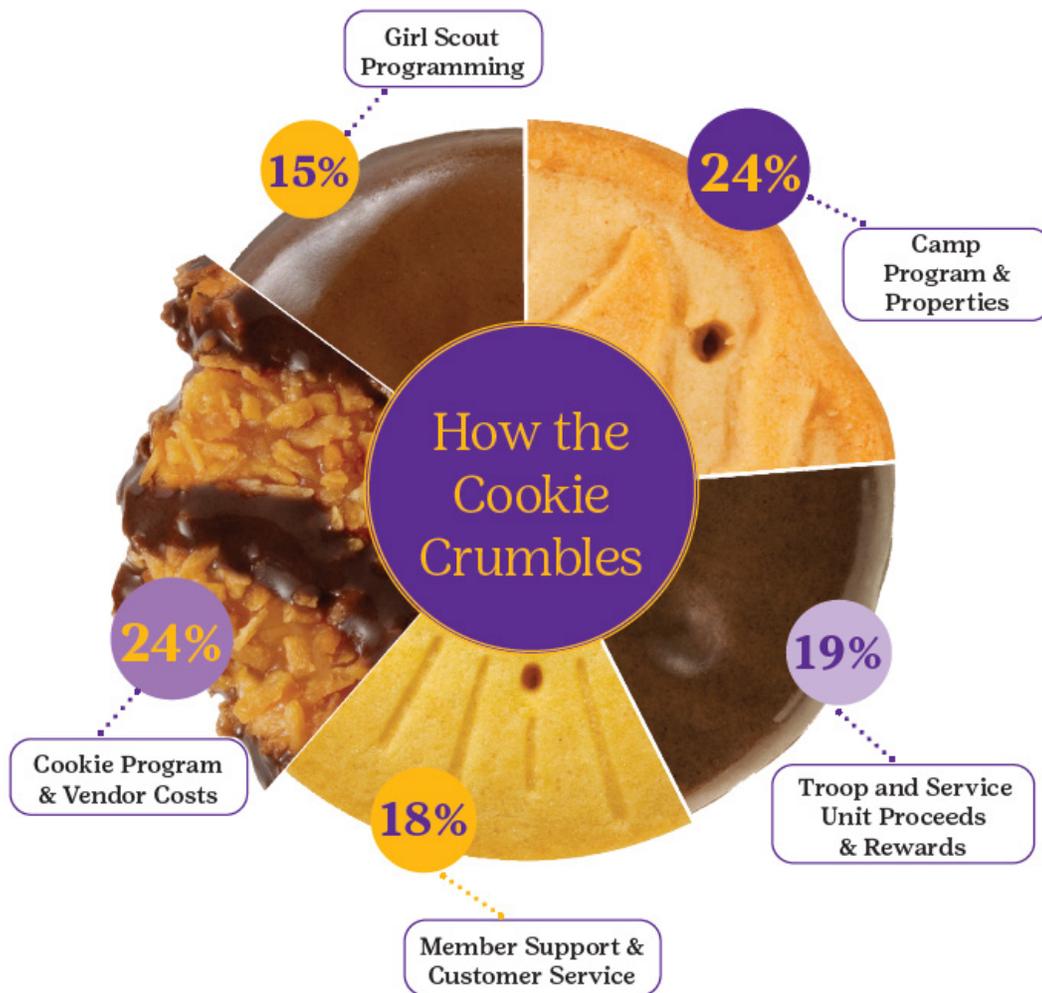
How the Cookie Crumbles

In this guide, we've covered troop and service unit proceeds, but what about the rest of the cost of the cookies? Here is a breakdown of how the funds are distributed per box.

All (100%) Girl Scout Cookie proceeds stay within our council, Girl Scouts of West Central Florida (GSWCF).

Cookie proceeds fund:

- **GSWCF's Investment in Girls** (programs, four camps, volunteer trainings, and member services)
- **Direct Girl Proceeds & Rewards** (including troop and service unit proceeds)
- **Cost of Cookie Program & Vendor Costs** (packaging, transportation, warehouse, training)



From our Girl Scouts

I enjoy the experience of selling Girl Scout Cookies and I love the things I get to do with my troop from the proceeds. I tell everyone that Girl Scouts is amazing and the best decision my mom and I made for me in kindergarten. I have made lifelong friends and experienced things I never would have tried without Girl Scouts.”

– Jaidyn F.
Girl Scout Senior
11 years in Girl Scouts

Juliette (Individually Registered Girls) Proceeds

Council Credits

Juliettes earn council credits when they sell cookies!

- Credits are distributed by the Product Program Department to Juliettes, which are also referred to as Individually Registered Girls. Caregivers will receive an email from GSWCF informing them of the total amount of council credit their Girl Scout earned. The email will be sent out after the program concludes and all money is collected from caregivers.
- Council credits can be used for membership, summer camp, programs, events, destinations, and items in the Girl Scout Store.
- Any girl with an outstanding balance due will not receive council credits or rewards until the full balance due is paid.
- For general questions regarding council credits, please email info@gswcf.org.
- For assistance using council credits, please contact the Customer Care Team at info@gswcf.org or 813-281-4475.

Processes & Procedures

- The Juliette's adult sponsor will attend training with other troop cookie chairs and is required to sign an agreement. The Product Program Department issues the Juliette's Cookie Manager a unique Juliette number for eBudde purposes.
- The Juliette's Cookie Manager manages the Girl Scout by entering orders into eBudde, distributing the cookies, depositing all collected money into the council's account using the bank account information provided, and orders the Juliette's rewards. Please note: No proceeds are kept by the Juliette Cookie Manager or the girl(s).
- Any Juliette with an outstanding balance due will not receive council credits or rewards until the full balance due is paid.

Council Credits Distribution

Council credits are based on a range of cookie sales. Girl Scouts earn the highest level of council credit achieved (see chart) for the highest number of packages sold. Council credit is not cumulative.

Council Credit Chart

Boxes	Council Credit	Boxes	Council Credit	Boxes	Council Credit
12-35 boxes	\$14	360-395 boxes	\$205	684-719 boxes	\$390
36-71 boxes	\$20	396-431 boxes	\$226	720-755 boxes	\$410
72-107 boxes	\$41	432-467 boxes	\$246	756-791 boxes	\$431
108-143 boxes	\$62	468-503 boxes	\$267	792-827 boxes	\$451
144-179 boxes	\$82	504-539 boxes	\$287	828-863 boxes	\$472
180-215 boxes	\$103	540-575 boxes	\$308	864-899 boxes	\$492
216-251 boxes	\$123	576-611 boxes	\$328	900-935 boxes	\$513
252-287 boxes	\$144	612-647 boxes	\$349	936-971 boxes	\$534
288-323 boxes	\$164	648-683 boxes	\$369	972-3,500 boxes	\$554
324-359 boxes	\$185				

GSWCF Girl Reward Credits

Girl Scouts who participate in the GSWCF Girl Scout Cookie Program can earn a variety of GSWCF-specific, unique rewards. Below is an explanation of the options.

Visit gswcf.org/cookies for the full list of rewards that girls can earn and the breakdown of Council Dough, program credits, program events, Camp Bucks and troop camping credits. Please also review the order card to learn more about the different levels and opportunities.



Reward	Description
 <p>GSWCF Council Dough* / Council Credit*</p>	<p>GSWCF Council Dough and GSWCF Council Credit can be used to:</p> <ul style="list-style-type: none"> • Register for GSWCF programs and events at gswcf.org/events • Participate in GSWCF summer camp or service unit encampments • Pay for GSWCF service unit events (let the event organizer know your Girl Scout wants to use her Council Dough) • Purchase Girl Scout merchandise at GSWCF's store or trading posts (not online at this time) • Renew your Girl Scout's membership • Assist with Girl Scout's GSUSA destination expenses or travel conducted with EF Tours or Explorica (submit a request to info@gswcf.org for details) <p>Council Dough expires two years after being awarded (i.e., Council Dough awarded April 2024 will expire Sept. 30, 2026).</p>
 <p>GSWCF Program Credits*</p>	<p>GSWCF program credits are used to register for GSWCF programs and events at gswcf.org/events.</p> <p>Program credits cannot be used for GSWCF summer camp.</p> <p>Program credits expire one year after being awarded (i.e., program credits awarded April 2024 will expire Sept. 30, 2025).</p>

Reward	Description
 <p data-bbox="207 552 448 625">GSWCF Camp Bucks*</p>	<p data-bbox="548 275 1380 338">GSWCF Camp Bucks are used to register for GSWCF summer camp and up to one Camp Care Kit.</p> <p data-bbox="548 363 1458 457">GSWCF Camp Bucks expire the summer season that they are earned (i.e., Camp Bucks awarded for the 2024 cookie season must be used during summer 2024).</p> <p data-bbox="548 483 1455 640">Caregivers need to register for the GSWCF camp session that their Girl Scout intends to attend and pay the deposit to hold her spot. The deposit will be refunded if Camp Bucks covers Summer Camp in full. Camp Bucks can be combined with Council Dough/Council Credit to pay for Summer camp.</p>
 <p data-bbox="193 1110 462 1184">Troop Camping Credit*</p>	<p data-bbox="548 747 1458 940">Troop camping credit is an opportunity for a Girl Scout to earn credits to help her troop plan a troop camping experience at one of GSWCF camp properties or Leadership Center. The troop camp credits can be used by the troop for a camping experience that can be reserved in the Camp Reservation System (<i>lodging, facility and equipment rental, challenge course, or equestrian programming</i>).</p> <p data-bbox="548 963 1429 1121">The caregiver and troop leader will receive email notification with the total amount that the girls earned for their troop. Troop camping credits are uploaded into the Camp Reservation System to be used as a troop at one of the GSWCF camps. Troop leaders must be properly trained per the Safety Activity Check Points.</p> <p data-bbox="548 1144 1003 1178"><i>Juliettes may not earn this reward.</i></p> <p data-bbox="548 1201 1373 1264">It is helpful for the Girl Scouts/caregivers to inform the troop leader(s) prior to selecting this reward.</p> <p data-bbox="548 1287 1373 1381">Troop camping credits expire one year after being awarded (i.e., Troop Camping Credit awarded in April 2024 will expire Sept. 30, 2025).</p>

To request a balance for any of these credits, caregivers may contact the Customer Care Team at info@gswcf.org or 813-281-4475.

*GSWCF rewards are designed for the Girl Scouts who earned them and are not transferable. Reward experiences cannot be transferred to another Girl Scout or troop. No alternative reward credits are given after selections are submitted to GSWCF.

Caregivers are updated about the above reward earnings via email at the conclusion of the season through the primary caregiver's email. Confirm emails in MYGS profile. Contact Customer Care at info@gswcf.org or 813-281-4475 if changes are needed with the primary caregiver's contact information.



Rewards

Rewards are based on an individual girl's sales. All rewards and patches are cumulative. GSWCF reserves the right to substitute rewards based on availability.

Correspondence about any reward experiences or GSWCF reward credits are emailed to the Girl Scout's caregiver. Emails are sent to the caregiver's email on record with GSWCF as listed in MyGS.

For a full list of rewards, see the girl order card at gswcf.org/cookies.

Service Unit Bonus

Service units will receive a share of the proceeds of \$0.05/box sold in their service unit. This will provide service units with additional funds to serve girls and volunteers in their region. These critical funds can be used toward any support initiatives for the members of each service unit—from funding encampments to providing start-up money to new troop leaders to community-sponsored events and more.

Troop Bonus

Troops that excel in the 2024 Cookie Program by meeting the following requirements will receive an additional \$0.03 per box sold:

- ✓ Hold a parent meeting
- ✓ Set a troop goal and enter it into eBudde on the settings page
- ✓ Have a minimum of three girls participating
- ✓ Have at least 75% of registered girls selling
- ✓ Have a 375 PGA of girls selling
- ✓ Donate at least 48 boxes to Gift of Caring or Hometown Heroes
- ✓ Have all ACH sweeps done on time with no deferments

Troops that believe they qualify for the troop bonus must complete the online notification form at gswcf.org/cookies. The Product Program Department will verify troops that submit the form and those that qualify for the bonus will receive the funds via ACH direct deposit into their troop account between April 15 and April 30.



**From
our Girl
Scouts**

I like selling cookies because it's a chance to work together with my friends, and then we can take fun trips and do new things together. Council Dough is also nice because I can use it in the camp store to pick out fun things for me and my friends when we're at camp."

– Avery A.
Girl Scout Junior
6 years in Girl Scouts

2024 Patches

Cookie Crossover Patch

Did your troop participate in the 2023 fall Sweets & Treats product program? Girls who sent at least 18 emails and sold five items in Sweets & Treats can earn a personalized Crossover Patch by also selling 325 or more packages of cookies during the 2024 Girl Scout Cookie Program. New this year, they can also earn their 2025 Girl Scout membership as part of earning the Cookie Crossover Patch.



Cookie Rookie Patch

The Cookie Rookie patch is for first time cookie sellers ONLY. Parents, Troop Cookie Chairpersons, Troop Leaders, or Cookie Captains help new cookie sellers learn all about the cookie program while having fun. All Cookie Rookies who complete the program will earn this patch. For full details go to gswcf.org/cookies.



Cookie Captain Patch

This program is designed specifically for Girl Scout Juniors, Cadettes, Seniors, and Ambassadors who want to use their years of cookie program experience to help younger girls succeed. Girl Scout Daisies and Brownies look up to older girls, so there's no one better to teach them the cookie program!

Participating in this program is easy! Girls can become a Cookie Captain by participating in any of the activities below. Any activity can be done more than once, but girls must work with different troops. For example, if a girl helped out Daisy Troop 12345 at a cookie booth as well as Brownie Troop 67890, this counts as the completion of two requirements. However, if girls help Daisy Troop 12345 at a cookie booth twice, it would only count as the completion of one requirement.

Activities Required for a Cookie Captain:

- ✓ **A Cookie Rally.** When a service unit holds its cookie rally, pitch in and take ownership of a Cookie Rally station. Plan an activity (it can be a game or a craft) that will help girls learn more about the cookie program, prepare the supplies needed, decorate the activity site, and then help girls at the rally with the game or project.
- ✓ **Find a troop that has a lot of first time cookie sellers.** Ask your troop cookie chair about the Cookie Rookie patch requirements and help Girl Scout Daisies and Brownies become Cookie Rookies. Show them the Cookie Rookie video and complete at least two activities.
- ✓ **Be their Cookie Captain when booth sales start.** Cookie Captains can join the troop at their cookie booth to provide selling tips, product information, help make changes, and be an example of how Girl Scouts should treat their customers and their cookie booth location.
 - ▶ **Complete one activity:** Receive the Cookie Captain patch
 - ▶ **Complete two activities:** Receive the Cookie Captain patch and \$10 Council Dough
 - ▶ **Complete three activities:** Receive the Cookie Captain patch and \$25 Council Dough (awards are not cumulative)

Go to gswcf.org/cookies for more details and to apply.

Enter the Bling Your Booth Contest

How to Participate

This year's theme is Tell Your Story. Showcase your Girl Scout troop's activities as a result of the cookie program.

- Has your troop traveled?
- Has your troop gone camping or explored the outdoors?
- Has your troop given back to the community?
- Has your troop engaged in exciting experiences?

Highlight your Girl Scout endeavors and display them as part of your booth. Engage your Girl Scout's marketing genius, make a poster or a special photo album, and find a unique way to emphasize the impact the cookie program has for your troop.

To enter into the contest, complete the online entry form between Feb. 16 and March 10, 2024 at gswcf.org/cookies.

The following information is needed to complete an entry:

- A picture of your blinged-out booth
- Your booth's story title
- Date and location of the booth
- Five-digit troop number
- Leader's name and address



NEW!

Voting

Five troops have the opportunity to win.

Troops will select **two** of the winners by a 'sister vote.' A 'sister vote' is choosing a troop other than your troop.

A special email sent to troop leaders will provide leaders with the ability to cast their troop's vote. The categories to choose are:

- Adventure Story
- Fun Story

Two winners will be selected by a random drawing and **one** winner will be voted by some of our cookie partners (delivery agents, bakery partners, community businesses).

Winners will be announced April 17, 2024 (to give our troops time to meet and vote) on GSWCF's Facebook page and at gswcf.org/cookies.

- Winners will receive a special Bling Your Booth patch, cookie tablecloth, apron, and a \$50 GSWCF gift certificate.

GSWCF reserves the right to substitute rewards based on availability.



Payment Options

GSWCF wants to make payment collections easier for girls and troops. Troops have two ways to collect credit card payments at no cost to the troop: the Clover Go app, and Cheddar Up. Customer payments should go through Clover Go. Parent payments can be collected with Cheddar Up.

Clover Go

Clover Go is an app that allows troops to set up girls (with a caregiver’s assistance) to accept credit card payments directly from customers. Clover Go customer payments go directly into the troop bank account. Clover Go is not to be used to collect caregiver payments.

Clover Go can only be used for a customer payment during product programs between October and March. Authorized dates for the Girl Scout Cookie Program are Jan. 3-March 30. GSWCF pays all fees associated with Clover Go for product program customer purchases during the product program seasons. In order for GSWCF to pay these fees, any troop that abuses the system will be charged all fees associated with the transaction(s), plus an administrative fee.

Troops that used Clover Go during the 2023 cookie season can view the “Experienced Clover Refresher” training located in gsLearn, which can be accessed through MyAccount.

Troops that are new to using Clover Go are required to take the “New Clover Go Training” accessible through gsLearn. A boarding link to Clover Go will be provided once the “New Clover Go Training” has been completed.

Cheddar Up

Cheddar Up is an easy online tool for troops to collect payments from caregivers. Cheddar Up is free for troops to use and convenience fees associated with processing the payment can be passed on to the caregiver.

Troops create an online collection form to make it easier to collect payments from caregivers. Money collected from caregivers through Cheddar Up can then be transferred into the troop’s bank account.

Visit gswcf.org for information on how to sign a troop up for Cheddar Up.

Notes:

ACH Procedure

To make it easier to participate in product programs, GSWCF uses Automated Clearing House (ACH), a network for electronic payments either to debit or credit a troop's bank account for funds due or refunded for product programs.

How will ACH work?

Troop leaders (the signer on troop bank account) must complete the ACH Authorization section included in the Troop Product Manager Agreement.

Troop orders will not be placed without troop bank account information being added into eBudde system.

GSWCF's Accounting Department will use troop bank account information entered into eBudde by the leader (signer on the troop's bank account) to initiate ACH withdrawal (or "sweep") of the "Amount due to Council" on set dates.

ACH Sweep Info

The GSWCF Accounting Department will conduct three electronic transfers from the troop bank accounts to the council account. See the ACH due dates below for when amounts are to be withdrawn.

Please allow 24-48 hours to process.

ACH Due Dates

Feb. 22: First ACH Sweep, \$1.75 per pkg, for total of all cookie picked up by Feb. 11

Mar. 7: Second ACH Sweep, \$1.75 per pkg of all cookies picked up by Feb. 25

Mar. 28: Final ACH Sweep, ALL remaining balance owed to council minus outstanding caregivers

Troops may ask for a one-time one week deferment for the first or second sweep ONLY.

What is a deferment?

A deferment is a one-week postponement of the ACH sweep and can only be requested one time during the cookie season. If the deferment is approved, the follow-up ACH will be scheduled for the following week.

ACH Deferment Request Due Dates

Feb. 19: 1st ACH Sweep Deferment Request

Mar. 4: 2nd ACH Sweep Deferment Request

Deferment request forms are located at gswcf.org/cookies under 'Forms & Guides.' Deferments must be submitted by the above deadlines and will be reviewed and approved by the Vice President of Product Programs. Troops will be notified if their deferment is approved.

The following are acceptable reasons for a deferment request:

- Parents not paying in a timely manner
- Booths canceled by store location
- Checks returned for non-sufficient funds
- Stolen products/money (must be accompanied by a police report)
- Counterfeit bills received

Troops not making their bank deposit on time is not an acceptable reason for a deferment.

Deferment forms submitted after posted deadlines will not be accepted.

Money Matters

- Caregivers must fill out and sign the Caregiver Permission & Responsibility form for every participating girl. Do not give sales materials to a girl if the parent has not submitted a Caregiver Permission & Responsibility form.
- Set up specific dates to meet with caregivers throughout the cookie season to collect money.
- Until comfortable with the caregiver's payment patterns, a best practice is to limit the amount of cookies taken. GSWCF encourages troops to only allow caregivers to check out 100 boxes of cookies, if they are not pre-paid.
- Collect payments for outstanding balance before issuing more cookies to caregivers.
- Troops are only allowed to submit outstanding caregiver balances of no more than \$600.
- Use receipts every time a caregiver picks up cookies and/or turns money in to the troop. Troops should provide caregivers with a receipt for cookies issued and the amount of money received.
- Customers pay when the product is delivered. Unless they are ordering online, they should not be asked to pay for product before it's delivered (except for Gift of Caring/Hometown Heroes items, which can be paid for when ordered if customer is not ordering additional cookies).
- Girls/caregivers should never be asked to pay for product when picking it up from the troop. Exceptions may be considered if there is a prior history of outstanding debt. In this case, please contact Vice President of Product Programs, at 813-281-4475.
- Troops must decide if they will accept checks and communicate this to the caregivers. If accepted, checks should be made out to the troop and deposited into troop account.
- Troop leaders accept responsibility for fees associated with checks returned for non-sufficient funds (NSF). Troop funds are not allowed to pay for fees.
- Troops are responsible for entering troop-to-troop transfers in the eBudde system in a timely manner since they will affect your troop's financial obligation to GSWCF.
- Troops should allow time for the deposits into their troop bank account to clear to avoid NSF fees.
- Troop leaders are responsible for any fees associated with declined withdrawals or NSF. Troops authorize GSWCF to repeat electronic (ACH) payments that fail for any reason within five business days.
- Troops must have all funds in the troop bank account before ACH sweep dates.
- ACH invoices will be emailed to the troop leader and troop cookie manager one week before the ACH sweep date.
- A one-time, one week deferment for the first or second ACH sweep may be requested. Troops cannot ask for a deferment on the final ACH sweep.
- The final ACH sweep from the troop account for the amount due to council, minus outstanding caregiver balances submitted on time, occurs March 28. No exceptions will be made.
- Failure to have sufficient funds for the final ACH sweep date does not grant a troop extension from GSWCF. Troops with unpaid funds will be subject to collection efforts (which may include collection agencies). Troop Cookie Managers with unpaid balances will not be allowed to volunteer until full payment is made.
- If a credit is due to a troop, GSWCF will use the banking information provided to credit or return any monies due to the troop on March 28.

Council Gift of Caring & Hometown Heroes

The Council Gift of Caring (GOC)

The Council Gift of Caring program is a Girl Scout community service project that provides donated Girl Scout Cookies to active overseas military men and women through Support the Troops, Inc. GSWCF also disperses some of the donated cookies to Feeding Tampa Bay.

The Hometown Heroes (HTH)

The Hometown Heroes program is a community service opportunity in which troops/girls choose a local organization to receive donated cookies. Recipients can be “heroes” in the community such as non-profit organizations, shelters, firefighters, police departments, blood banks, or food banks. Girls should contact the selected organization for its approval prior to collecting cookie donations.

How the Program Works

For various reasons, some customers may not want to buy cookies for themselves. Through the Gift of Caring and Hometown Heroes programs, they have a chance to give to others while supporting Girl Scouting at the same time.

While taking regular orders, girls communicate to customers that they can purchase cookies to donate to troops (through GOC) or to the troop/girl’s chosen HTH. Using the GOC/HTH flyer, girls explain that this is a Girl Scout community service program, which will send Girl Scout Cookies not only to active overseas military personnel and veterans organizations, but also to local non-profits.

- For **15 or more** GOC/HTH orders earn the Gift of Caring patch
- For **50 or more** GOC/HTH orders, girls also receive a cookie heart charm and \$15 Council Dough

Council Gift of Caring (GOC)

- All cookies given to GOC are paid and counted under the GOC column in eBudde. The girl/troop does not physically have the box of cookies.
- Girls collect the money and turn it in to pay for the box of cookies.
- Council fulfills and arranges delivery of the GOC cookies at the end of the cookie season.
- The number of purchases should be recorded under the GOC column. All online GOC cookies will be recorded automatically under the GOC column.

Hometown Heroes (HTH)

- Troops can choose a local organization to whom they will donate cookies. These cookies come from the troop’s physical inventory.
- Troops are responsible for delivering the HTH cookies to their chosen organization.
- If troops do not have enough inventory to cover HTH cookies, they need to use the cookie exchange in eBudde to transfer cookies from another troop to their troop.
- To be able to assign HTH cookies, the cookies must be added into the troops’ inventory. eBudde will not allow for more cookies to be assigned than the troop has in its inventory.

**From
our Girl
Scouts**

“I sell cookies to raise money for our troop to participate in camping activities, work on meeting badge requirements, and to help the community.”

– Mia W.
Girl Scout Cadette
7 years in
Girl Scouts

Entering Gift of Caring AND Hometown Heroes in eBudde

- Cookies sold via Digital Cookie for GOC cannot be moved to HTH.
- Collect the money for GOC or HTH cookies from customers at time of purchase.
- Donated GOC and HTH cookies are eligible purchases toward the Gimme Samoa program.
- Make sure GOC and HTH purchases are put into eBudde. Go to the “Girl Orders” tab and enter the boxes into the correct location: GOC (for Gift of Caring) or HTH (for Hometown Heroes).
- The HTH cookies will still show at the bottom, but they are assigned from the troop’s total cookies. *(See image below)*

▼ Girl	GOC	DGOC	SvSm	Tre	D-S-D	Sam	Tags	TMint	SMr	Toff	HTH	•Total
Girl Totals	259	0	133	216	371	656	663	896	118	48	39	3399
Troop Order (Actual page-DGOC)	259	0	135	233	376	656	678	896	118	48		3399
Difference	0	0	-2	-17	-5	0	-15	0	0	0		0

The HTH cookies will still show at the bottom but they are assigned from your troop’s total cookies



Help our troop to support our local heroes!

Hometown Heroes

You can help our troop show how much we appreciate our heroes at:

by purchasing boxes of Girl Scout Cookies (or even a whole case!). We will hand-deliver all the donated cookies to these local heroes after our cookie season ends. Thank you! gswc.org/cookies

100% of cookie sale proceeds stay local and provide funds for our troop, Girl Scout programs, camps, and so much more.

girlscouts of west central florida

Girl Scout Helpful Hints

- Start the conversation**
Would you like to learn more about our Hometown Hero Program and how your contribution can help? You can even use your change to contribute toward the program.
Your cookie gift will give cookies to _____
Our troop selected this organization because _____
Our troop will personally deliver all the donated cookies to _____ at the end of our cookie season.
- Explain the cost**
The cost of the gift is only \$6 per box or \$72 for a case.
- Close the sale**
Gift made: Thank you for your gift. This makes a difference.
Said, "No, thank you.": Thank you for your consideration. Have a good day.

Our Girl Scout troop supports the military and our community!

GIFT OF CARING

Cookie donations are used to send boxes of cookies to our heroes in the military through the Support Our Troops program, and to help our community through Feeding Tampa Bay.

Purchase a box of Girl Scout Cookies (or even a whole case!) as a donation and help us in showing our support for these amazing organizations. Thank you! gswc.org/cookies

100% of cookie sale proceeds stay local and provide funds for our troop, Girl Scout programs, camps, and so much more.

FEEDING Tampa Bay | **girlscouts** of west central florida

Girl Scout Helpful Hints

- Start the conversation**
Would you like to learn more about our Gift of Caring Program and how your contribution can help? You can even use your change to contribute toward the program.
- Explain where the gift is going**
Your cookie gift will provide cookies to overseas military personnel through the Support Our Troops Program and help our community through Feeding Tampa Bay as part of Girl Scouts' Gift of Caring program.
Our council sends the cookies directly to our military and Feeding Tampa Bay when our cookie season ends.
- Explain the cost**
The cost of the gift is only \$6 per box or \$72 for a case.
- Close the sale**
Gift made: Thank you for your gift. This makes a difference.
Said, "No thank you.": Thank you for your consideration. Have a good day.



Cookie Booths & Booth Scheduler

Cookie Booths

There are two levels of cookie booths: **council** and **service unit**.

Council level booths include the following locations (store participation may vary):

- GNC;
- JOANN Fabrics and Crafts;
- Mall locations;
- Publix;
- Sam's Club;
- Walmart/Walmart Neighborhood Markets;
- Winn Dixie, Harvey, Fresco y Mas; and
- any other location with national or council level agreements.

The council manages all of the above locations and provides specific guidance during training for procedures regarding approaching the stores. **Service units and Service Unit Troop Cookie Managers are not to contact these businesses, except for GNC, JOANN's, and Sam's Club.** Service units will be notified when it is ok to contact the council level stores. Preferences by businesses may change during the season. If this happens, GSWCF will update both the service unit and troop Cookie Managers.

Service Unit Cookie Managers manage all other locations such as gas stations, school events, home improvement stores, local restaurants, etc.

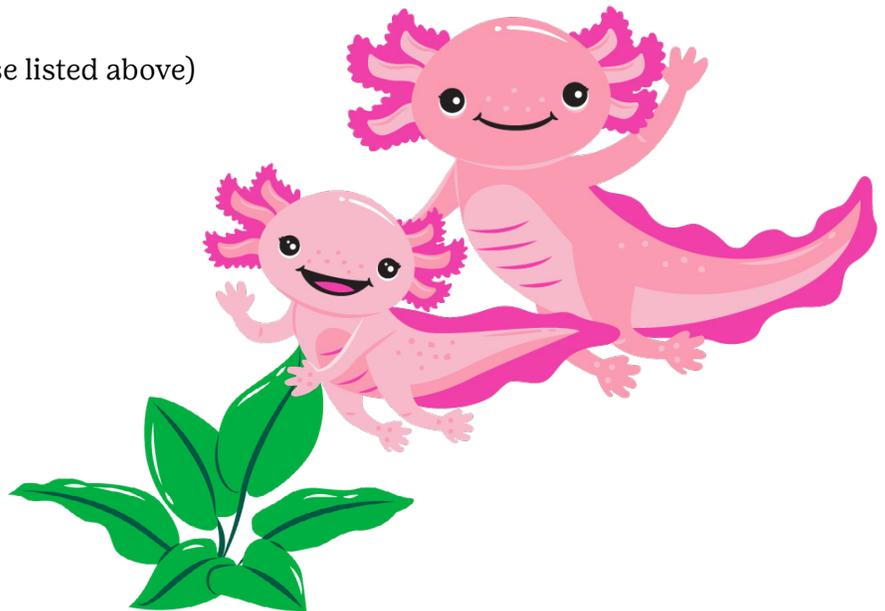
Possible service unit sites include:

- Grocery stores (other than those listed above)
- College campuses
- Hardware stores
- School events
- Places of worship
- Farmer's markets
- Sporting goods stores
- Cookie drive-through
- Movie theaters
- Dollar stores
- Pet supply stores
- Banks
- Retirement centers
- Bowling alleys
- Gas stations
- Local restaurants

From
our Girl
Scouts

"I learned how to convince people to buy cookies, count money, make goals and reach for them. Girl Scouts helped me to not be scared of talking with people, to be sure of myself and showed me that I can do anything that I want."

– Rocio A.
Girl Scout Cadette
5 years in Girl Scouts



New
This
Year!



Community Early Invite Booth Opportunity

Booth opportunities are beginning a week earlier for community businesses. A community business is defined as a non-council level location.

Service units, in coordination with their troops, are encouraged to invite local businesses and give them the opportunity to host a booth before booths are open to council-level locations. This is a great way to partner with the businesses that troops may work with throughout the year.

- The Community Early Invite begins Feb. 9.
- Businesses participating must complete the “Community Early Invite 2024 Cookie Booth Approval Form.”
- Additional information is available in booth training via gsLearn Oct. 30, 2023.

Securing Cookie Booths

Cookie Booths are secured by service unit volunteers and council staff members. Troops are not allowed to set up their own booth locations unless it's coordinated with the Service Unit Cookie Manager. If there is a connection to a business or location where a troop would like a cookie booth, contact the Service Unit Cookie Manager.

If a volunteer owns a business and would like to have a booth sale, the service unit leader should be contacted. Standard booth guidelines apply. Cookies may not be sold from the counter of a business.

Troops may not solicit businesses for cookie booth space without the permission of their Service Unit Cookie Manager.

When setting up booths, do not set up a booth sale in a non-approved location. Always contact the Service Unit Cookie Manager if there are questions.

- Girls should not sell **in** or in front of establishments that they themselves cannot legally patronize, such as marijuana dispensaries.

Not sure how to
contact a Service
Unit Cookie
Manager?

Check out the
[Service Unit
Team Map](#)
for more
information



Providing Booth Locations in eBudde

Service Units can conduct cookie booth lotteries for their confirmed booth locations before they submit the locations to the Product Program Department.

If a service unit chooses to conduct a cookie booth lottery, the booth information along with the assigned troops are submitted to the Product Program Department. Service unit cookie booth lottery forms are uploaded in eBudde **after** council booth rounds.

The Service Unit Cookie Manager must turn in the signed store agreements and the booth spreadsheet (with the location, date, time and troop selected) into the Product Program Department.

- Booth spreadsheets are due to the Product Program Department on Jan. 16.
- Service unit cookie booth lottery spreadsheets are due to the Product Program Department by Feb. 2. The spreadsheet must include all troop and time assignments.
- After the service unit cookie booth lottery spreadsheets are uploaded to eBudde, if a troop cancels its booth space it will be available for any troop. Contact the Service Unit Cookie Manager and Product Program Department if changes need to be made after the upload.

Occasionally, businesses will cancel cookie booths for different reasons. If GSWCF is contacted, the Product Program Department will advise scheduled troops of any changes.

Cookie Finder

Booth locations uploaded into eBudde are searchable by customers through Cookie Finder. Customers put in their desired zip code and Cookie Finder locates the available booths within that desired location. Remember to cancel booths in eBudde if unable to host a scheduled booth, or if the troop leaves early.



From
our Girl
Scouts

“I enjoy cookie booths and going to business complexes to sell cookies. I love meeting new people and building my entrepreneurial skills.”

– Shea P.
Girl Scout Senior
10 years in
Girl Scouts

Types of Cookie Booth Sales

Traditional Cookie Booths – Approval Required

Traditional cookie booths are the traditional table in front of an approved business. These booths are secured through service unit volunteers and are offered to troops for sign up through a cookie booth lottery. Traditional cookie booths are limited to a maximum of three girls and two adults (both must be registered and background screened). Please connect with your Service Unit Cookie Manager if you have a location that may allow booths.

Drive-thru Booths – Approval Required

Drive-thru booths are held in places that allow customers to purchase cookies without leaving their vehicles.

Mobile Booth Sales

A mobile cookie booth means mobile—it can be a decorated car, van, truck, or even a wagon filled with delicious Girl Scout Cookies. Be creative and visit events happening in the community. Mobile booth sales can be a troop activity or done by individual girls with their caregivers.

Because a mobile booths move, do not bring tables, chairs, or tents. Mobile cookie booths are limited to no more than 30 minutes at each location.

Girls and troops cannot approach any high-traffic locations (such as grocery stores, malls, and universities) or any location where there is a cookie booth set up or planned.

Mobile booths begin Feb. 1.

Lemon-Ups Stand

Girls can set up a simple stand similar to a classic lemonade stand. The stands may only be set up on residential property where the girl or a close family member (e.g., grandparents, aunts, or uncles) resides and has permission to sell Girl Scout Cookies.

- The stand must adhere to local city/government ordinances and/or HOA approval.
- Never leave cookies and/or money unattended at a stand.
- A caregiver/adult must be present to supervise.
- Lemon-Ups stands are not registered as a booth and will not appear in the Cookie Finder

Lemon-Ups stands begin Feb. 1.

New! You & Me Booths – Approval Required

Do you have a Cadette/Senior/Ambassador who is striving for a personal goal? Or, would she feel more comfortable on her own with support? You & Me booths are held at an approved booth location where the Girl Scout, with the support of her caregiver, markets her cookies to customers. The adult caregiver agrees to follow specific guidelines to participate in a You & Me booth and must sign the You & Me Booth Sales Agreement to participate. You & Me booths are held in coordination with a troop. This is the first year for You & Me booths. Juliettes are not eligible to participate in a You & Me booth.

You and Me Booths begin Feb. 16

Cookie Booth Scheduler

Troops can reserve council-level booth locations via the eBudde system. Booth locations are available throughout our eight county jurisdictions.

How do booth scheduler rounds work?

- Prior to the opening day of booths, troops can preview locations uploaded into eBudde.
- On opening day of selections, Troop Cookie Chairpersons should have a list of booth locations in which they are interested, before beginning to make their selections. Having this will help select other options quickly if the desired location is not available.
- If a booth assignment must be cancelled after making the selection, that time slot is required to be released.
- On occasion, changes occur at booth locations and a booth could be removed from eBudde. The Product Program Department will notify those affected via phone or email if this occurs—at which time they will be able to pick another location. The council apologizes in advance for any situations that occur that are out of its control.
- Troops are only allowed one sign-up per store location during each scheduling round.

Cookie Booth Scheduler Dates & Times

Start Date, Time	End Date, Time	Number of Booth Sign-Ups Per Troop
Jan. 29, 7 p.m.	Jan. 30, noon	Two sign-ups; 1 sign up per store location
Jan. 30, 7 p.m.	Jan. 31, noon	Two sign-ups; 1 sign up per store location
Jan. 31, 7 p.m.	Feb. 1, noon	Three sign-ups, 1 sign up per store location
Feb. 1, 7 p.m.	Feb. 2, noon	Three sign-ups, 1 sign up per store location
Feb. 2, 7 p.m.	Mar. 10	Open until end of sale

Cookie Booth Preparation

- Have each caregiver sign a parent permission slip for their daughter(s).
- Have a complete Health History Form for all girls.
- Take a card table and chairs (for adults only).
- Keep booth times age appropriate.
- Take a money box and change (about \$100 in change).
- Take an adequate supply of the best-selling cookies. Recommended minimums: 2-3 cases of Thin Mints, Tagalongs, and Samoas and 1-2 cases of other varieties. Local service unit volunteers can also provide guidance on the suggested amount of cookies.
- Bring display posters of service project goals.
- Bling Your Booth to attract customers to the booth and enter the contest (page 21).
- Bring general supplies including trash bags, pens, tape, calculators, and a first-aid kit.
- Count packages and money **BEFORE** and **AFTER** the cookie booth begins and ends.
- Use the Cookie Booth Sale Worksheet to maintain accurate information on the booth, available at gswcf.org/cookies.
- Always keep money and the money box out of sight.

Cookie Booth Etiquette

- All Girl Scouts must follow the rules and guidelines listed on the Caregiver Permission and Responsibility Agreements and Girl Scout Cookie Family Guide. The regulations are designed to ensure Girl Scout safety, excellent customer service, and promote a successful, fair, fun, and safe cookie season.

- A minimum of two registered and background-screened adults and at least one registered girl must be present at booths, with the exception of You & Me booths. Siblings or tag-a-longs may not attend.
- Sell cookies for the correct price. GSWCF sells all cookies for \$6 per package.
- Arrive and leave on time. Please pack up five minutes before the end of the shift in order to allow arriving booth participants time to set up. *Remember to be a sister to every Girl Scout.*
- Booths should be setup a minimum of 15 feet from doors or remain in the location designated by the store.
- Booths at Publix locations must conclude by 7 p.m.
- Store locations cannot grant permission to stay later than the allotted time as GSWCF has agreements with corporations for specific times/dates.
- **Store managers may cancel booths for any reason. If a store manager asks booth attendees to leave the store location, do so immediately. Politely thank the store manager and notify the Service Unit Cookie Manger or Product Program Department.**
- Do not ask the store location to make announcements regarding booth sales.
- Girls should allow entering/exiting customers to approach them. Never approach customers as they enter/exit the store.
- Girls are in charge of selling of the cookies. Adults are there to provide guidance and handle money for younger Girl Scouts.
- Donation jars are not allowed anywhere on or near the booth.
- Bling Your Booth with posters and other items to attract customers; no graffiti.
- Do not allow girls to write on store property (walls, garbage cans, etc.).
- Girls must remain close to their booths at all times; no running around or approaching people inside the store location.
- Girl Scouts are polite and should never yell to customers to attract sales, block access store entrance, or employ aggressive sales techniques.
- Eating and smoking are not permitted at booth locations.
- Keep cell phone usage to a minimum and focus on customer engagement.
- Remove all trash, (including empty cookie boxes) yourself. Store trash receptacles are not for public trash or recycling.
- Before leaving the location, one girl and one adult should thank management at the store location.

Consequences

If Girl Scouts and/or troops (including troop parents) are not participating within the established rules and guidelines, they may be penalized in one or more of the following ways:

- Verbal counseling regarding any booth-etiquette offense.
- Removal from troop's next scheduled council-level booth location.
- Girl Scout/troop will not be allowed to hold any further cookie booths at council-level booth locations for the season.
- Girl Scout/troop will not be allowed to hold any further cookie booths for the season.



Our Responsibility

Remember, we are all responsible for the reputation of GSWCF and the value of the Girl Scout momentum. Demonstrate character and help protect the council's reputation and relationships with the businesses that support GSWCF with cookie booth opportunities.

Girl Scout Cookie Pick-Ups

Picking up a cookie order is exciting, and there are a few steps to take to make sure everything goes smoothly. First, troops are responsible for counting and verifying the total number of cases received.

When in doubt, recount!

Action steps for a smooth pickup day:

- Know exactly how many cases were ordered of each variety.
- Arrive at the scheduled pickup time
- Make sure there are enough vehicles to load the order (see chart).
- Line up the vehicles at the same time.
- Check in and receive a pickup ticket.
- Give the pickup ticket to the loader and count cases as they are loaded in the vehicle(s).
- Sign for the order and take the receipt.

How many cases can your car carry?

Compact car	23 cases
Hatchback car	30 cases
Standard car	35 cases
SUV	60 cases
Station wagon	75 cases
Minivan	75 cases
Pickup truck	100 cases
Cargo van	200 cases

Can I return cookies?

No. Cookies cannot be returned once they're picked up.

Troops are responsible for counting and verifying the total number of cases.

Troops accept financial responsibility by signing the receipts. Once receipts are signed, case counts are final, and cookies are the property of that troop.

When in doubt, recount. Wait until the case count is confirmed to sign the receipt.



Take stock and restock!

Deciding how many packages to order for booth sales isn't an exact science, but here are average sales per cookie variety* to give an idea of how many to order:

Thin Mints.....	28%
Samoas	18%
Tagalongs	13%
Trefoils.....	7%
Do-si-dos.....	8%
Lemon-Ups	6%
Girl Scout S'mores	5%
Toffee-tastic.....	3%
Adventurefuls.....	10%

**Based off of 2023 sales. Raspberry Rally sales were removed from sale percentages.*

Storage of Cookies

IMPORTANT: Do not store cookies in a car, direct sunlight, a garage, on a cement floor, porch, patio, or in any warm place as well as a location where animals, bugs, or water can get to them. Remember, you are responsible for these cookies even if they get wet, melt from heat, or otherwise cannot be sold.



Cookie Cupboard Guidelines

GSWCF cookie warehouses/cupboards are paperless. All troops, regardless of chosen cookie warehouse/cupboard pickup location, enter a pending order for all additional cookie pickups. All troop pickups are signed for electronically via eBudde login before leaving cupboard location.

Troops must submit a pending order for all additional cookie pickups.
To submit a pending order:

Step 1: Log into eBudde.

Step 2: Click “Transactions” tab.

Step 3: Click “Add a Transaction” and complete the required steps on the Cookie Transaction form:

- **Date**
- **Pickup:** Select date and time of pickup
- **Type:** Select “Normal”
- **2nd Party:** Select “Cupboard”
- **Product Movement:** Select “Add Product”
- **Variety:** Enter the desired quantities of cookies in **cases** only. Orders placed in packages are rounded to the nearest case.
- **Additional Info:** Lets you know if any varieties are unavailable. If a variety is unavailable it will be greyed out.

Step 4: Review order, and make any changes (eBudde totals the information, but please verify for accuracy).

Step 5: Double check “Pending Transaction” is showing under the “Transactions” tab.

How far in advance do troops need to enter pending orders?

Main Warehouse/Cupboard Locations: Troops must enter pending orders at least 24 hours before pickup. Any warehouse specifics are outlined in eBudde for the delivery agent.

Mobile Cupboard Locations: Troops must submit a pending order 48 hours before the scheduled pickup in order to be processed and added to the delivery truck.

Add “Troop Pickup Only Users”: Troops can add any adults who will be picking up cookies from a cupboard to eBudde. Troop Cookie Managers and Troop Leaders with eBudde access can also record the information.

Please Note: A ‘Troop Cookie Pickup Only User’ can be a parent or other adult in charge of picking up product from a cupboard. Troop Leaders and Cookies Chairpersons should **NOT** add themselves to this user type. This user can **ONLY** sign for cookies received at a cupboard.

A full listing of all cookie cupboard locations (including dates and hours of operation) can be found at gswcf.org/cookies.



What if a troop over-ordered product?

If a product is over-ordered, notify the Service Unit Cookie Manager immediately. Waiting until the end of the sale makes it much more difficult to find someone who needs the product and it is most likely too late for anyone to help. Other options include:

- Posting on eBudde under the Cookie Exchange Tab.
- Encouraging girls to set a higher goal (booth and additional sales, door to door, etc.).
- Talking with the girls about contacting businesses that would be interested in donating cookies for the troop's Hometown Hero project.
- Setting up additional booths to sell the inventory. Troops can even set up booths after the end date of the sale. Booths after the end date are **not** permitted at Sam's Club, Walmart/ Walmart Neighborhood Markets, Publix, Winn Dixie, Harvey, Fresco y Mas, JOANN Fabrics and Crafts, and any other location with national or council-level agreements. Troops should not count on being able to host cookie booths after the season is over.
- Contacting other troops in your area to see if they need extra product or would be willing to swap.

Cookie Exchange

What is the Cookie Exchange tab?

The Cookie Exchange tab is a great way to post extra cookies in eBudde and see what cookies other troops have available.

If posting extra cookies

- Enter the number of extra packages (boxes) of the varieties.
- Click "Update Pkgs to Exchange."
- Remember to update after cookies are transferred to other troops. Or, if there are no more to offer, click "Remove My Offering."

If looking for cookies

- Click on the drop down arrow to the side of the cookie variety to see the troop number, how many they are offering, their service unit name, and contact email information.

Notes:

Resources

Safety Guidelines

An essential part of the action plan for a successful Girl Scout Cookie season is reviewing safety guidelines with troop members and their guardians. Girl Scouts of the USA offers resources on [girlscoutcookies.org/troopleaders](https://www.girlscoutcookies.org/troopleaders).

- Girl Scouts of the USA resources
- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Supplemental Safety Tips for Online Marketing
- Practical Tips for Parents
- Safety Tips for Girl Scout Cookie™ Entrepreneurs
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

Find safety resources and more at:

- [girlscoutcookies.org](https://www.girlscoutcookies.org)
- [girlscouts.org](https://www.girlscouts.org)
- [gswcf.org/cookies](https://www.gswcf.org/cookies)

Resources at a Glance

Visit the GSWCF cookie website for resources to support your Girl Scouts during their cookie season:

- [gswcf.org/cookies](https://www.gswcf.org/cookies)

Additional Websites

Visit [girlscoutcookies.org/troopleaders](https://www.girlscoutcookies.org/troopleaders) for:

- Cookie Program Family Meeting guides
- Social media tools and graphics
- Safety resources
- Troop leader resources
- Virtual Cookie Booth Guide
- Cookie Family Connection Guide

Visit [LittleBrownie.com](https://www.littlebrowniebakers.com/) for:

<https://www.littlebrowniebakers.com/girl-scouts-cookies>

- Cookie Season Resources
- Rally Guide and Activities
- Clip Art & Illustrations
- Digital Marketing
- Print Materials

For badge information visit:

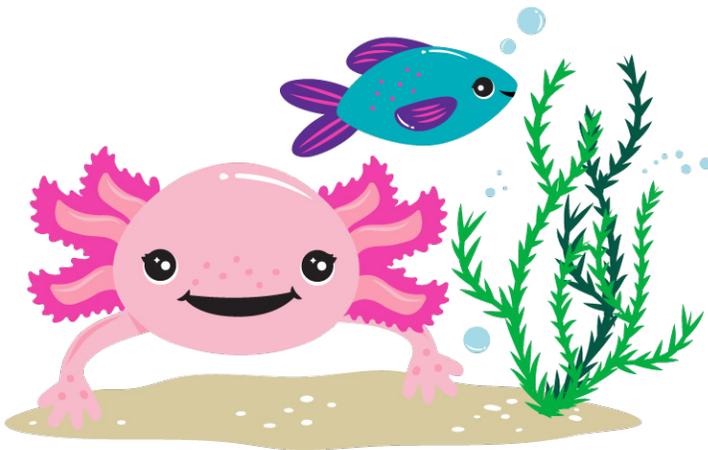
- [girlscouts.org/cookiebadges](https://www.girlscouts.org/cookiebadges)
- [girlscoutcookies.org/entrepreneurfamily](https://www.girlscoutcookies.org/entrepreneurfamily)

For Digital Cookie® information visit:

- [girlscouts.org/digitalcookie](https://www.girlscouts.org/digitalcookie)

For digital marketing tips for cookie entrepreneurs' visit:

- [girlscoutcookies.org/digitalmarketingtips](https://www.girlscoutcookies.org/digitalmarketingtips)



Volunteer Action Plan and Notes

The first step to a successful Girl Scout Cookie Season is to plan for it.

Use the space below to map out the information you need to support girls, and 'Own Your Magic' while having lots of fun!



Key Dates:

Key Actions:

Contacts:

Notes:





Have an exciting cookie season!

**Please contact the GSWCF Product Program Department
with any questions.**

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Every Girl Scout has it in her to do great things.
With your support, she'll succeed!