

Troop Cookie Manager Manual



Top Selling Troop
Girl Scout Troop 147

2024

Your Invaluable Role Being a Troop Cookie Manager

Whether they're a social butterfly, creative thinker or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

The information in this guide was crafted to help you empower each and every Girl Scout — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies. There's no limit to what Girl Scouts can achieve with your help, and we know you're excited to get started. So go ahead, own your magic!

Cheers for our volunteers!

It's a fact: Cookie season couldn't happen without the hard work of our volunteers. Thank you for serving as a Troop Cookie Manager! In this guide, you'll find tips, tricks and resources you can use to make this season the best one yet. Your role in the Cookie Program is one way to ensure we are preparing girls who are ready to take on the world!

Top Selling girl is Savannah S.



Your Primary Responsibilities:

- Attend Cookie Program training
- Ensure girls and caregivers have the materials they need
- Place the Troop's Initial Order
- Pick-up the Initial Order cookies and Initial Order rewards on Cookie Pick-Up Day
- Distribute cookies to girls and parents/caregivers in a timely manner
- Reorder cookies as needed to meet the goals of girls and the Troop
- Collect and deposit money frequently
- Ensure the Troop' balance due to council is paid in full
- Distribute rewards and celebrate with your Troop!

Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

1 Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them. How you can help: Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

2 Decision Making

Girl Scouts learn to make decisions on their own and as a team. How you can help: Talk about how they plan to spend the troop's cookie earnings.

3 Money Management

Girl Scouts learn to create a budget and handle money. How you can help: Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.



3 People Skills

Girl Scouts find their voices and build confidence through customer interactions. How you can help: Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

4 Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How you can help:

Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.



Learn more!

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For additional information and copies of important materials you may need, visit <https://www.girlscoutsfl.org>

2024 Cookie Dates

Sale Start Date:	Saturday, January 13, 2024
Sale End Date:	Sunday, February 25, 2024

Trainings

Community Cookie Coordinators:	Tuesday, October 10, 2023
Troop Cookie Rookie (in person):	Wednesday, October 11, 2023
Troop Cookie Managers:	Thursday, October 12, 2023

My Community Cookie Coordinator is:

Name:

Phone:

E-mail:

Customer Care

Email: customercare@girlscoutsfl.org

Phone: (305) 253-4841

Monday – Friday from 9 am – 5 pm

eBudde Login Info

Site: cookieportal.littlebrownie.com

Username:

Password:

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Important dates Cookie Calendar

Prior to
November 20

- Attend 2024 Cookie Program Training
- Schedule a Troop Cookie Meeting to encourage families to participate in the Cookie Program.
- Collect signed Family Responsibility & Permission Agreement forms and distribute Order Cards to girls.
- Login to eBudde, sign the Volunteer Responsibility Agreement, and review contact information for the Troop.

November 20

Girls May Begin Taking Orders Using Their Order Cards

Tentatively
December 1

Digital Cookie platform opens and girls begin sending emails through their Digital Cookie site for their customers to shop & pay online.

December 7

Cookie Chat

- Booth Selection
- Initial Order
- Opt-Out Form
- Troop Roster changes
- And More



December 8

- Reward Opt-Out forms due, if applicable (only for J/C/S/A Troops)
- Deadline to request girls participating in the Cookie Program to move to another Troop. We will not be able to make the transfer after the deadline. Requests are due by 12 pm on December 8.
- Girl Pre-Orders are due to Troop Cookie Manager
 - Troop Cookie Manager can determine this date based on the Troop's meeting schedule.
 - Each girl should submit their totals from the Order Card for entry into eBudde. Digital Cookie Girl Delivery orders will automatically be ordered as part of the Troop Initial Order.

December 9

Cookie Booth Sign-up Opens in eBudde at 10:00 am

December 11

Troop Initial Order eBudde deadline by 11:59 pm

- Initial Cookie Order Submission = girl orders + extras (i.e., your first two weeks of cookie booth inventory)
- Submit Initial Order girl rewards
- Cookie Pick-Up Day site and time selection



January 11

- Cookie Chat
- Cookie Pick-up
 - Beginning of Sale
 - Re-ordering cookie
 - 1st ACH payment
 - And More

January 13

- Cookie Pick-Up Day**
- Verify location and time in eBudde
 - Have enough vehicles to transport your entire order of Girl Scout cookies and Initial Order rewards

Direct and Booth Sales begin

January 18

Cookie Cupboards Open

January 30

1st Cookie payment due via ACH Transfer(25%)

February 8

Cookie Chat

February 13

2nd Cookie payment Due via ACH Transfer(50%)

February 22

- Cookie Chat
- Cupboards Closing
 - Closing Cookie Program
 - Final ACH
 - And More

February 23

Cookie Cupboards close

February 25

Direct, Booth and Digital Sales end

March 3

Close 2024 Program in eBudde by 11:59 pm

- Give girls credit for all boxes
- Submit all final girl rewards

March 6

3rd Cookie Payment due via ACH Transfer(100%)

Tentatively
March 18-22

Hometown Heroes Cookie distribution

April

Distribution of Team Player Bonus & Troop Treasure to qualifying Troops

May

Final Rewards Distribution



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2024 Cookie Program Sizzle Sheet What's New for 2024?

NEW Cookie Rookie Patch

To earn the Cookie Rookie patch:

- It must be the girls first time participating in the Girl Scout Cookie Program.
- Send a minimum of 12 emails to family and friends from Digital Cookie site.
- Sell a minimum of 12 boxes of cookies.



Cookie Rookie Guidebook and Kit

Is this your Troop's first year selling cookies? We have a Cookie Rookie guidebook and kit to welcome you to the Cookie Program and help you navigate a successful first year of selling Girl Scout cookies. Send an email to customer-care@girlscoutsfl.org to get connected with the Council's Cookie Team.



ACH Formula



As Digital Cookie sales continue to grow, the ACH formula has been redesigned to account for the increase in digital payments. The Amount Owed to Council displayed in eBudde will represent a deduction of Digital Cookie payments for the first two ACH withdrawals.



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Program Highlights for 2024

Team Player Bonus Eligibility



The Team Player Bonus continues to be a simple and easy way for Troops to earn an extra \$0.15 by meeting the following Team Player Bonus requirements:

1. Troops must be Cookie Ready by October 31.
2. Ensure Troop bank account has sufficient funds prior to all ACH withdrawal due dates during the Cookie Program.
3. Meet all Cookie Program deadlines.

Troop Treasure Bonus Program



The Troop Treasure Bonus recognizes Troops that have a minimum of 3 selling girls and earn a PGA of 350+ Troop Treasure is given as Cookie Bucks or Digital Dough.

Online Tools & Resources

You will find helpful resources and tools online to help guide you through this cookie season.

- Training
- Cookie Booth Tips
- eBudde and Digital Cookie Tip Sheets
- Cookie Chat Schedule
- And Much More!

Visit: <https://www.girlscoutsfl.org> and Click on Members / For Volunteers / Volunteer Cookie Resources.



I Sold Cookies to a VIP

Throughout the cookie season, prominent leaders in our community will be encouraged to support Troops at cookie booths and surprise Girl Scouts by giving them our 2024 I Sold Cookies to a VIP patch. This patch cannot be purchased or earned – it's a total surprise and will be very limited in quantity!



Cookie Chat

Throughout the cookie season, your Council Cookie Program team will host virtual office hours to answer questions you may have about how to make your Troop's cookie season a success. This will also be an opportunity for Troop Leaders and Cookie Managers to learn helpful tips from one another and share success stories. Stay tuned for the schedule and be sure to join us!



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Cookie Program Checklist

As the Troop Cookie Manager (TCM), your contributions are important. You will help girls learn to be their own boss and shape their dreams into success. It is a big job, so please encourage other volunteers and parents to help.

October

- ❑ **Get Trained!** Attend Cookie Program Training.
- ❑ Make sure your Troop is Cookie Ready by October 31. For questions, contact your Customer Care team at customercare@girlscoutsfl.org. **Remember – your Troop must be Cookie Ready by October 31 as one of the first steps to earning the Team Player Bonus.
- ❑ **Recruit help!** Encourage parents to assist throughout the season. The Troop will need help with Initial Order pick-up, coordinating and promoting cookie booths, making reminder phone calls for deadlines, and planning the Troop's celebration activities.
- ❑ Plan to attend the virtual Cookie Chat sessions hosted by GSTF by adding the dates to your calendar. Check online for dates and times. <https://www.girlscoutsfl.org>

November

- ❑ Host a Troop Cookie Meeting to introduce the program and distribute materials.
- ❑ Collect the Family Responsibility & Permission Agreement from every caregiver of a Girl Scout who will be participating in the Cookie Program.
- ❑ Login to eBudde, sign the Volunteer Responsibility Agreement, and verify contact information and the Troop roster. Download the eBudde app.
- ❑ Girls may begin taking Pre-Orders on November 20. Encourage girls to start taking orders on day one by using their Order Card.
- ❑ Prepare to setup the Troop's Digital Cookie page and encourage ALL girls to register for their Digital Cookie site when their parents receive the welcome email. Digital Cookie welcome emails will tentatively be sent towards late November.

December

- ❑ Digital Cookie orders may begin December 1! Encourage ALL girls to setup their Digital Cookie site and setup the Troop Digital Cookie Site.
- ❑ Reward Opt-Out form is due December 8 for those J/C/S/A Troops interested in earning an extra \$0.05 towards Troop proceeds by foregoing all cookie rewards. Girls will still earn patches.
- ❑ Troops must submit requests to move a girl to a different Troop or make roster changes by 12pm on December 8. Council will not be able to move girls in eBudde after this deadline.
- ❑ Plan cookie booths. Cookie booth selection tentatively begins December 9 at 10am.
- ❑ Enter and submit all girl pre-orders with the Troop's Initial Order and Initial Order Rewards by 11:59 pm on date is December 11.
- ❑ Select your Cookie Pick-Up Day location and time slot.

January

- ❑ Cookie Pick-Up Day is January 13! Pick up your Troop's Initial Order and Initial Order Rewards.

- ❑ Direct sales and cookie booths begin January 13!
- ❑ Reorder cookies by the case, as needed. Cookie Cupboards open January 18.
- ❑ Allocate cookies and payments to girls in eBudde consistently.
- ❑ Begin to collect money from parents and issue receipts for payments made and cookies distributed.
- ❑ Deposit collected money early and often to prepare for ACH #1 which will be automatically withdrawn on January 30. Check the Sales Report tab in eBudde to see the Amount You Owe Council.

February

- ❑ Deposit collected money early and often to prepare for ACH #2 which will be automatically withdrawn on February 13. Check the Sales Report tab in eBudde to see the Amount You Owe Council.
- ❑ Allocate cookies and payments to girls in eBudde consistently.
- ❑ Make your final run to Cookie Cupboards before they close on February 23.
- ❑ Direct, Digital Cookie, and Cookie Booth sales end on February 25.
- ❑ Allocate ALL cookies and submit the Troop's final rewards by 11:59 pm on March 3.
- ❑ Collect remaining payments from girls and parents and make final deposit to Troop's account. ACH #3 for 100% of balance due to GSTF is March 6.
- ❑ Make sure ALL Troop Proceeds are reflected in your Troop bank account.
- ❑ Print and keep a copy of the Sales Report in eBudde.

March

- ❑ Reminder to allocate ALL cookies and submit the Troop's final rewards by 11:59 pm on March 3.
- ❑ Reminder to collect remaining payments from girls and parents and make final deposit to Troop's account. ACH #3 for 100% of balance due to GSTF is March 6.

April

- ❑ For qualifying Troops, you will be contacted regarding your preference for receiving the Troop Treasure as either Cookie Bucks or Digital Dough.
- ❑ For any remaining balances or payments due, an additional ACH will take place.

May

- ❑ When Troops receive Cookie Program rewards, count them immediately and contact your Community Cookie Coordinator for any missing items.
- ❑ Distribute rewards to girls promptly and celebrate your Troop's hard work!

1 Safety First



Safety has always been a priority of Girl Scouts of Tropical Florida. Be sure girls and parents understand and follow important safety rules, which include:

Buddy Up

Always use the buddy system. It's not just safe, it's more fun!

Adult Supervision

Adults must accompany Girl Scout Daises, Brownies, and Juniors when they are taking orders, selling, or delivering product. Girl Scout Cadettes, Senior, and Ambassadors must be supervised by an adult at all times when selling door-to-door and must never sell alone.

Be Streetwise

Be familiar with the neighborhoods where you will be selling Girl Scout Cookies. Always follow safe pedestrian

practices, especially when crossing intersections or walking along roadways or unloading product and passengers from vehicles.

Plan Ahead

Always have a plan for safeguarding cash. Avoid walking around or keeping large amounts of cash on hand. Consider having another adult pick-up cash during a booth sale if you anticipate heavy sales. Be aware of your surroundings and watch out for suspicious behavior as you leave a cookie booth location.

Do Not Enter

Never enter the home or vehicle of a person when you are selling or making deliveries.

Sell During Daylight

It is best to only sell during daylight, adult supervision is a must for evening sales.

Protect Privacy

Girls should only provide their first name to customers. Full names, addresses, and email addresses should never be given out to customers. Use contact information overseen by an adult for customers to request information, reorder, or give comments. Protect customer privacy by not sharing their information.

Be Internet Smart

Take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online.



OWN YOUR magic

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Girls Learn While They Earn



The Cookie Program is so much more than a fundraiser. It's a programmatic approach to teaching the 5 Skills and the foundation of the Girl Scouts Entrepreneurial Pillar.

Let girls know how they can earn a badge or patch and encourage them to wear it on their vest or sash as a symbol of their important Girl Scout Cookie Program achievements.

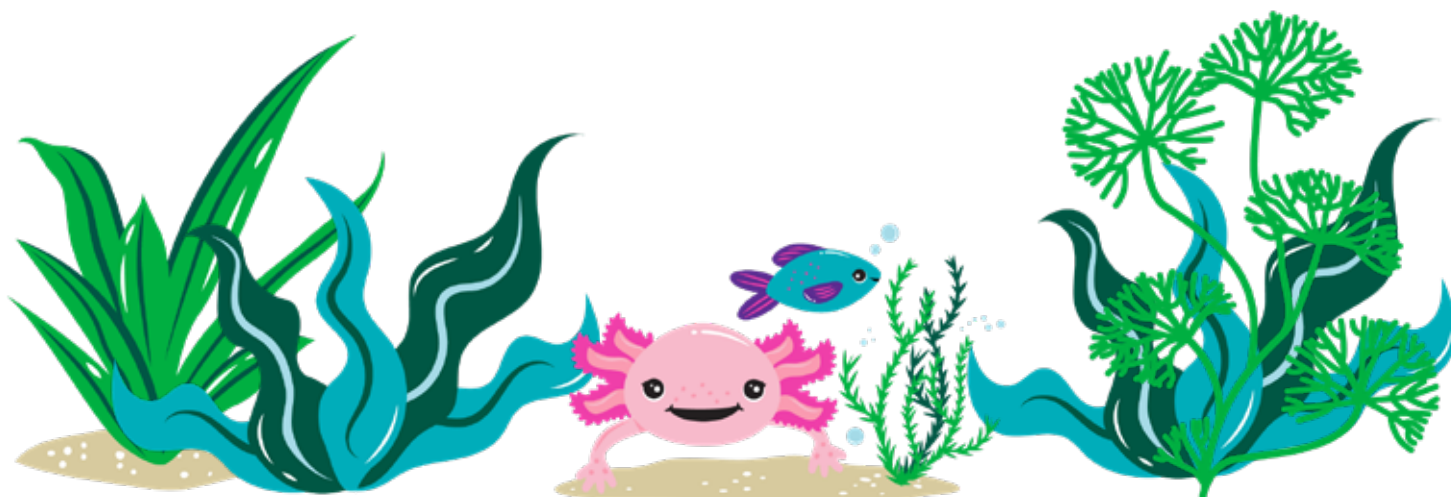
Girls can earn Cookie Business Badges when they complete requirements that help them develop new skills they learn as they start and grow their business. Badges

are official Girl Scouts of the USA recognitions that can be placed on the front of the Girl Scout uniform.

Girls collect patches as they achieve specific cookie program milestone throughout the program. These are fun patches that can be worn on the back of the uniform to show her cookie business success.

Where you can learn more:

- girlscoutsfl.org
- girlscouts.org/cookiebadges



Entrepreneurship Badges & Pins

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

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur		
Daisy	My First Cookie Business	Cookie Goal Setter	Money Explorer	My Money Choices	Year 1 and 2 Cookie Entrepreneur Family Pins	Toy Business Designer		
Brownie	My Cookie Customers	Cookie Decision Maker	Budget Builder	My Own Budget	Year 1 and 2 Cookie Entrepreneur Family Pins	Budding Entrepreneur		
Junior	My Cookie Team	Cookie Collaborator	Budget Maker	My Money Plan	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Jumpstart		
Cadette	My Cookie Venture	Cookie Market Researcher	Cookie Innovator	Budget Manager	My Money Habits	My Dream Budget	Year 1, 2, and 3 Cookie Entrepreneur Family Pins	Business Creator
Senior	My Cookie Network	Cookie Boss	Savvy Saver	My Financial Power	Year 1 and 2 Cookie Entrepreneur Family Pins	Business Startup		
Ambassador	My Cookie Business Resume	Cookie Influencer	Financial Planner	My Financial Independence	Year 1 and 2 Cookie Entrepreneur Family Pins	Entrepreneur Accelerator		

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Cookie Program 101



Your Community Cookie Coordinator and Girl Scouts of Tropical Florida Cookie Team are here to help you lead your girls and parents to sweet success!

KEY CONCEPTS

- It's girl-led! Involve girls in setting Troop goals. What do they want to do as a Troop this year? Help them calculate how many boxes they need to sell to fund these exciting activities. Letting girls lead is the secret sauce of the Girl Scout Leadership Experience.
- The Cookie Program has three distinct components: Pre-Orders, Direct Sales, and Digital Cookie.
- Girls earn Rewards, Troops earn Proceeds. Troops can also earn rewards based on their Initial Order PGA. Proceeds are for use by the entire Troop to fund activities and experiences for all. Funds earned do not accrue to an individual girl's benefit. This is a U.S. Internal Revenue Service regulation.
- eBudde is the online order management system and your command center for the Cookie Program. You will want to download the eBudde app to manage the sale, and the Digital Cookie app to manage the Troop's Digital Cookie account.
- PGA means "Per Girl Average." Only girls with a sale of at least one (1) box credited to their name in eBudde count toward the Troop's PGA. It is a great way to look at sales since Troops vary widely in the number of girls selling cookies.

PRE-ORDERS and INITIAL ORDER: November 20, 2023 – December 8, 2023

- Girls use the Order Card to ask neighbors, friends and family to place pre-orders ahead of direct sales and cookie booths, which starts January 13. Collect their Order Cards by December 8, because you will use the pre-orders to help you place your Troop Initial Order in eBudde by 11:59 pm on December 11. Girls collect payment for pre-orders at delivery.
- During the pre-order phase, all Digital Cookie Girl Delivery boxes will automatically be added and shown in eBudde as part of the girl's initial order.
- Girl pre-orders help Troops determine the quantity and variety mix for your Troop's Initial Order.

- Your Initial Order represents the cookies you need to start selling and should include enough booth cookies for your Troop's first two weeks of direct sales. You will pick up these cookies on the morning of January 13.

Troop
Initial
Order=

Girl Pre-Orders +
+ Two Weeks of
Troop Booth
Cookies

DIGITAL COOKIE:

Date is December 1, 2023 – February 25, 2024

- Girls can easily create their own e-commerce store where customers can shop and pay for cookies online. Digital Cookie orders appear automatically in eBudde. There is also a Digital Cookie mobile app. The app allows for credit card payments.
- The Girl Delivery option allows customers to visit the girl's site to pay online and request home delivery. Upon receiving the order, the girl and parent are personally responsible for delivering the cookies to the customer. This option is for local customers only. Parents can opt-in or opt-out of this option.

DIRECT SALES and BOOTH SALES: January 13, 2024 - February 25, 2024

- Direct sales are when girls sell cookies directly to customers. Cookie Booths in high-traffic areas are a great way for Troops to sell lots of cookies quickly. Girls can also sell door-to-door (walkabouts) or get permission to sell at their parent's workplace or other locations where they will encounter potential customers. They may also have Lemonade Stand style booths in their front yard, at church, siblings' athletic games, etc. Encourage creative, but safe situations. Adults should always supervise girls.
- Troops will begin signing up in eBudde for available Cookie Booth locations and times tentatively on December 9.

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Getting Started



Create Your Cookie Team

The first helpful step of your Troop participating in the Girl Scout Cookie Program is to identify a Troop Cookie Manager. This can be a Troop Leader or a new volunteer. The TCM needs to be a registered member of the Troop and have successfully completed a background check. Your TCM does not need to be the only person in charge of cookies, you can establish a whole team and divide the work.

Get Trained

The Troop Cookie Manager needs to complete Cookie Program training. Receiving training is an important part of running a successful Cookie Program for your Troop. The 2024 Cookie Program training will remain available online to be viewed at any time on gsLearn.

Set Your Troop's Cookie Calendar

You will want to check cookie deadlines and look at your Troop's meeting schedule to help set dates specifically for your Troop. Either set deadlines that work with your Troop meetings or setup special meeting dates that coincide with key Cookie Program dates.

Hold a Troop Cookie Meeting

Schedule a Troop Cookie Meeting to review the program. During the meeting you will want to review the following:

- Plan Ahead! Use the Built by Me Cookie Planner to make this cookie season a little easier.
- Review and collect signed copies of the Family Responsibility & Permission Agreement form.
- Encourage participation. Remember that participation can look different for each girl based on comfort level.



• Make sure parents have opted-in to receive emails from Girl Scouts of Tropical Florida. If they are opted out, we will not be able to upload their girls into Digital Cookie.

- Help the girls set Troop and individual goals.
- Talk about Troop proceeds and rewards. Do the girls want to earn rewards or opt-out for higher proceeds? Keep in mind opting-out is only available for Junior, Cadette, Senior, and Ambassador Troops.
- Get the girls thinking about what they can do with Troop proceeds. The girls may decide to take a trip, support a service project, or buy Troop supplies.

- Highlight Digital Cookie. Explain the Girl Delivery process and your Troop's expectations for managing inventory.
- Talk about the best ways to reach you during cookie season and give them an idea of how quickly you will be able to respond. Providing realistic expectations upfront can keep parents/caregivers from getting anxious.
- Explain the importance of always counting cookies and money – they should never assume things will balance out in the end. They will need to sign receipts for every transaction.
- Highlight important dates, such as the pre-order phase, collecting money, and order deadlines.
- Talk to them about safety and make sure they know how to keep their Girl Scout and the rest of the girls safe during the Cookie Program.
- Discuss social media guidelines. Encourage each girl/parent to take the GSUSA Internet Safety Pledge.
- Discuss cookie booth etiquette. It is their responsibility to understand and follow the rules to ensure a good relationship with businesses hosting cookie booth locations.

Setup eBudde and Digital Cookie

Review and sign the 2024 Volunteer Responsibility Agreement in eBudde. You will find the agreement as part of your initial login to eBudde. Everyone who uses eBudde during the cookie season will need to sign the agreement.

By agreeing to the 2024 Volunteer Responsibility Agreement, you agree to be financially responsible for all cookies, cookie payments, and rewards in your possession.

Do not wait until the last minute to make sure your cookie team has eBudde and Digital Cookie access. Login early, review your Troop's details, and confirm all your Girl Scouts' information is correct.

Continuing from last year, Troops have access to Troop Links in Digital Cookie, so be sure to get in and setup your Troop Links early.



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Discussion Guide for Troop Meeting



Holding a Troop Cookie Meeting is a great way to kick-off the Cookie Program. Parents need to understand the goals of the program, how it teaches entrepreneurship, and how they can support their Girl Scout and her Troop. They should also understand their role, financial responsibility, rules, and deadlines.

At the meeting, a few things to talk about include:

Cookie Program and Entrepreneurship

Give a brief description of the program.

- Show an inspiring video – We suggest the GSUSA “Lessons that Last a Lifetime” video on YouTube.
- Review the cookies and their prices.
 - \$5 for core cookies and \$6 for specialty cookies (Toffee-Tastic and S’mores).
- Talk about the ways to sell (Order Card, Digital Cookie, Cookie Booths, Hometown Heroes)
- Stress the importance of letting the girls sell and not selling cookies for them.
- Introduce the Cookie Entrepreneur Family Pin and any Cookie Badges the Troop plans to earn.

Benefits

Talk about things the girls will be able to:

- Learn – Give them practical examples of how the 5 Skills apply to everyday life.
- Earn – Tell them about the reward opportunities for individual girls and the Troop.
- Experience – Let them know what fun things they can do as a Troop and the impact they can have on their community using Troop proceeds.

Goals

Guide a discussion on goal setting.

- Set a Troop goal. Brainstorm about the types of things they want to do this year with their Troop proceeds.
- Make a plan and write it down. Putting a plan in writing is the first step to making sure you achieve it. Let each girl have input.
- Determine the best way to visually track your Troop’s progress.

Let the girls share individual goals with the Troop and have the other girls and parents cheer them on!



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Discussion Guide for Troop Meeting



Housekeeping Matters

Review Cookie Program rules and provide program dates upfront to establish an easy-to-follow timeline.

- Develop your Troop's calendar by using program dates provided to you in this manual as your template. Determine what dates you will need final orders, reward choices, and payments.
- Review and collect signed Family Responsibility & Permission Agreement Forms before issuing Cookie Program materials.
- Make sure parents have opted-in to receive Girl Scouts of Tropical Florida emails, or we cannot upload their girls into Digital Cookie. If they need to update or edit their contact information, have them contact the Customer Care team at Council.
- Talk about sharing responsibilities for staffing cookie booths, booth rules, and etiquette.

Money

Set guidelines to let girls/parents know your expectations of how product will be distributed and how money will be collected.

- Stress the importance of financial responsibility with girls and parents.
- Set guidelines to let girls/parents know how product will be distributed and how money will be collected.
- Set expectations for collecting money. Collecting money at each Troop Meeting is a best practice. After distributing products to girls/parents, make a habit of collecting money at each meeting. Collecting money early and often will minimize issues. Keep track of each girl's remaining balance due by logging payments in eBudde on the Girl Orders tab. Remember, no money should be collected for cookies ordered via Digital Cookie as all orders are paid online.
- Deposit money into the Troop account on time and share financial status updates with girls/caregivers on a regular basis. The balance due at the end of the Cookie Program is the responsibility of the entire Troop. Each girl/caregiver participating holds financial responsibility to clear the Troop's overall balance due.

Cookie Entrepreneur Family Pins

Cookie Season is more fun with family! The year-by-year Cookie Entrepreneur Family pin allows families to support their girls in learning the five skills and encourages girls to think like entrepreneurs.

Girls can earn all 13 pins in the collection – one unique pin for every year they participate!



Learn more about the pin collection at girlscouts.org/entrepreneurfamily



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Ways To Run A Cookie Business



Cookie Variety	Quantity	Price	Total
Chocolate Chip			
Vanilla			
Double Chocolate			
Peppermint			
Red Velvet			
White Chocolate			
Cookie Dough			
Macadamia Nut			
Chocolate Chunk			

1. Order Card

Girls take pre-orders from customers for all 9 varieties of cookies, in addition to \$5 donations for Hometown Heroes. Troop Cookie Managers are provided with Order Cards for the entire Troop.



2. Digital Cookie

Allows girls to run their cookie business through an online store.

Customers purchase cookies to be delivered in-person, pay for shipping to their home, and/or donate cookies to our Hometown Heroes. During direct sales (January 13 - February 25) girls can use the Digital Cookie app to take credit card payments.

COOKIES



3. Cookie Booths

Girls work as a team selling cookies directly to the general public when they have cookies in hand.



Be Creative

Door to Door

- Encourage girls to canvas their communities safely and with adult supervision.
- Load up a wagon with cookies and signs, and you are ready for a door-to-door walkabout.

Workplace Sales

- Girls can contact businesses to obtain permission to sell or make a sales pitch at a staff meeting.
- Parents/caregivers at work can supervise, but girls should do the selling and delivery.

Phone & Text Sales

- Girls should review orders from previous years and contact their customers for new orders.
- Try a Troop text-a-thon and have the girls send their Digital Cookie link to customers.

Social Media:

- Spread the word to far-away family and friends.
- Stay safe - review [Internet Safety Pledge](#) and [Girl Scout Digital Cookie Pledge](#)

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Ways To Run A Cookie Business



Social Media and Online Marketing

Girls may use the Internet to share their Cookie Program sales pitch with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program and online marketing, and sales efforts *should always be led by a girl, while also being supervised by her parents and caregivers.*
- Girls engaging in online sales and marketing must review and apply the **Digital Marketing Tips for Cookie Entrepreneurs and Their Families**
- Girls, volunteers, and parents must review and adhere to the **Girl Scout Internet Safety Pledge, Digital Cookie Pledge, the Supplemental Safety Tips for Online Marketing,** and Girl Scouts' **Safety Activity Checkpoints** for Computer and Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).
- Sales links should never be posted to online resale sites (eBay, Facebook Marketplace, Facebook Swap, etc.).
- Be aware that posts on Facebook containing the use of a dollar sign (\$) may automatically move the post to Facebook Marketplace.
- Girls should remove their last name when using social media sites to protect their identity, and never share personal information (last name, phone number, email, or address).
- If your Digital Cookie link is posted on a public facing site, be aware the link is now searchable by anyone and could potentially appear anywhere on the Internet.
- Troops, girls, and parents/caregivers should not purchase or donate social media ads to promote Digital Cookie links.
- Parents, girls, and volunteers must contact and collaborate with GSTF in advance of any national news, local news or media opportunities.
- Should online marketing activities be deemed in violation of these guidelines, GSTF and GSUSA reserve the right to intervene and request removal or remove the post.
- All participants must adhere to all terms and conditions on the Digital Cookie platform.

2

Digital Cookie



The Digital Cookie® online e-commerce platform helps girls superpower their cookie sales. It's a fun, educational tool that helps girls run and manage their Girl Scout Cookie business online. Setting up a Digital Cookie account allows access to the app for on-the-go access, a personal QR code, contactless payments, and more.

Digital Cookie allows girls to setup an online storefront and let customers know about their goals! Digital Cookie can be an amazing learning experience for every girl, by teaching e-commerce, marketing, inventory management, and other critical business skills.

Access to Digital Cookie is granted based on two things:

1. Be a registered Girl Scout for the 2024 membership year.
2. Have a valid parent email address associated with the girl membership record.

In late November, parents and Troop Leaders should receive an email invitation to go online, set up their site, and start inviting customers. Ask parents to check junk or spam folders if they do not receive the launch email.

Digital Cookie Setup

- Customize your Digital Cookie world – enter a sales goal, upload a picture/video, enter customer information, create a personal message.
 - > Girls 13 and older – once the parent/caregiver completes registration, parents can choose to have the Girl Scout manage her account with her own access level outside of the parent.
 - > Girls younger than 13 – will work with her parent using one login.
- Parent reviews, makes edits, and approves Girls Scout's message, goal video/photo.
 - > If a girl is 13 or older, she will submit her site content to her parent/caregiver account for approval before she has the ability to send emails. Parent/caregiver must login with their access to approve the girl's site, which will activate the customer shopping page.
- Download the Digital Cookie app to manage your cookie business on-the-go!

Invite Customers

- Girls send emails to customers to shop online and either donate cookies, have their order delivered by the girl and parent/caregiver, or pay for shipping.

Tropical Florida remains one of the first Councils in the country to start Digital Cookie each season. Have girls send emails to friends and family and watch the sales start to take off! Shipping takes about 10-15 days.

Digital Cookie Order Types

1. Shipped Cookies

- a. Cookies are shipped directly from the cookie bakery to customers.
- b. Shipping fees do apply for the customer.
- c. There is nothing to collect or deliver, and nothing to submit to the Troop. Sales and payments are automatically tracked and submitted to the Troop in eBudde.

2. Donated Cookies

- a. Customers can donate cookies that will be delivered at the end of the cookie season to local Hometown Heroes by the Troop or GSTF.
- b. There is nothing to collect or deliver, and nothing to submit to the Troop. Sales and payments are automatically tracked and submitted to the Troop in eBudde.

3. In-Person Girl Delivery

- a. Orders must be approved or declined by the parent/caregiver within 5 days.
 - i. **Declined orders:** Automatically default to the customer's secondary choice made online at the time of sale.
 - ii. **Approved orders:**
 1. Troop Initial Order Submitted: Each girl's box credit and payments made online are automatically submitted to the Troop in eBudde. You do not have to do a thing – nothing to order or turn in!
 2. After Troop's Initial Order is Submitted: The Girl Scout must have the cookies in their own inventory, or the order must be submitted/requested from the Troop Leader for fulfillment. Troop leader will provide requested cookies for delivery and allocate cookie boxes in eBudde for credit. There is no money to collect – customers have already paid for their order online.

- b. Cookies are delivered to the customer by the parent/caregiver and Girl Scout in a timely manner.
- c. Parents can turn off the Girl Delivery option in Digital Cookie.

2

Digital Cookie



Digital Cookie Troop Links

Digital Cookie Troop Links empowers your Troop to work together to reach goals in a new way. Each Troop decides how Troop Links works for them – it is an optional boost to broaden your Troop’s reach!

Helpful Tip: Allocate Troop Link cookies and payments evenly amongst all girls selling before closing out your cookie season in eBudde.



Getting Started

- Share the Troop Link information with the entire Troop and select a volunteer who can serve as the Troop Site Leader to manage the links with their Digital Cookie login.
- Ask girls for ideas on how to use the Troop Links to benefit the Troop and their goals

Tracking and Crediting Boxes

Troop Link orders will populate in eBudde much like those received by girls in your Troop, however, keep these notes in mind:

- All orders and payments populate in eBudde under the Troop’s site name – e.g., ‘Troop 1234 Site’.
- To give girls credit for Troop Link sales, you will have to remove credit from the Troop site line in eBudde by entering a transaction with negative numbers for boxes and payment (indicating a removal), then enter a separate transaction with positive numbers for boxes and payment (indicating an addition) to the girl(s) who are receiving credit.



Cookie Pick-Up Day.

Girl Delivery Orders BEFORE Submitting the Troop Initial Order:

Credit for both boxes and payments are automatically tracked in Digital Cookie AND transferred to eBudde as part of the Troop’s Initial Order.

Girl Delivery Orders AFTER Submitting Troop Initial Order:

Box credit and payment are automatically tracked in Digital Cookie, however only the payment is transferred to eBudde. To fulfill the cookie order, cookies will either be supplied to the girl/parent from the Troop’s extra inventory or ordered for pick-up from a cookie cupboard. Once cookies have been supplied to the girl/parent, the boxes will need to be manually logged in eBudde on the Girl Orders tab.

Tracking Girl Orders and Managing Inventory

Boxes sold on Digital Cookie automatically generate transactions in eBudde for box credit and payments. Review how these orders are tracked and how they impact your Troop’s inventory, before and after the Troop’s Initial Order is submitted.

Donated and Shipped Orders: Boxes and payments will automatically show in eBudde on Girl Orders tab. These boxes will not be visible on the Initial Order tab since they are not physical boxes picked up on



2

Hometown Heroes Gift of Caring



The Hometown Heroes donation program is a great way to sell additional boxes to customers who do not want to buy cookies for themselves, but still want to support Girl Scouts. Encourage girls to tell every customer about our Hometown Heroes cookie donation program.

Last year, Tropical Florida Troops collected enough funds to send over 4,000 boxes of cookie love to active U.S. military, veterans, teachers, firefighters, police officers, first responders, healthcare workers, and other essential workers. For 2024, our donation cookie program focus will remain the same in order to serve our heroes in Miami-Dade County, Monroe County, and beyond.

How does it work? Girls ask customers to donate to Hometown Heroes, collect the funds, and turn in the money to their Troop Cookie Manager. Troop Cookie Managers then allocate the appropriate number of \$5 boxes in the HTH column in eBudde on the Girl Orders tab.

Troops should prominently display a Hometown Heroes collection jar at all cookie booths and share with customers what Hometown Heroes they plan to donate their cookies to at the end of the season. Remember, GSUSA rules prohibit Troops from soliciting cash donations for Troop use, any customer donations **must** be earmarked for Hometown Heroes.

After the cookie season is over, the donated cookies will come from the Council's cookie inventory.

Donated cookies are not deducted from the Troop or girl's cookie inventory.

Troops that collected Hometown Heroes donations during the season will submit a form that specifies the Hometown Heroes they would like to personally deliver cookies to after the season is over. The Council Cookie Team will send the form at the end of the cookie season with all necessary instructions.

HTH cookie distribution is tentatively between March 18-22. Only troops that collected HTH cookies and submit the HTH request form will be emailed a confirmation email to pick up HTH cookies. Form will be emailed to all troops early March.



3 Cookie Booths



Cookie booths are where girls create more opportunity to reach their Troop goals by selling directly to the public. Cookie booths are a fun Troop activity for the girls, and much anticipated by the community!

Cookie booths are an optional program activity. Below are cookie booth basics that help prepare Troops for a safe, considerate and fair booth experience.

There are three (3) types of cookie booths, and an online sign-up process in eBudde that meets the needs of today's busy volunteers. It will equitably allocate premium locations, and active Troop participation in the selection process should reduce the number of no-shows.

Cookie Booth sign-up is done under the Booth Sales tab in eBudde.

At Tropical Florida Booths and Community Booths, Troop Cookies should be used, not cookies checked out to individual girls. You'll want to use the quick and easy Booth Sales Recorder feature in eBudde to allocate cookies sold to girls that attend these booths.

1. TROPICAL FLORIDA BOOTHS

Tropical Florida booths are secured by Council at participating Publix, Winn-Dixie, and Milam's grocery stores. Troops may sign-up at their convenience in eBudde for these premium locations. When sign-ups are available, they are on a first come, first serve basis, and open to all Troops in the Council.

Sign-up is tentatively scheduled to open December 9, 2023 at 10 am

The number of slots Troops may reserve each day is proportional to the size of the Troop. Every 24 hours, Troops gain additional booth slot opportunities. These allotments are cumulative; Troops do not lose spaces if they skip a sign-up day.

Week 1 December 9-16 Troops sign-up for locations ONLY within their own Community zip code boundaries. Troops that select booth out of their Community area will have the booth cancelled.

Week 2 December 17 – 23: Quantity restrictions apply, but Troops can sign-up for booths anywhere within GSTF.

Dec. 25 and onward: No restrictions on number of reservations or boundaries.

Tropical Florida Cookie Booth Reservations

Week 1 – Troops sign up within own Community Zip Codes only

	Troops less than 12 girls	Troops 12+ girls	Troops 28+ girls
December 9 - 16	4 per day	8 per day	15 per day
Total Week 1	28	56	105

Week 2 – Per day limits apply, but no geographic restrictions within Council

	Troops less than 12 girls	Troops 12+ girls	Troops 28+ girls
December 17 – 23	4 per day	8 per day	15 per day
Cumulative Total	56	112	210

Week 3+ Sign up open – no restrictions through sale end

December 25
and onward

Unlimited anywhere within GSTF

3 Cookie Booths

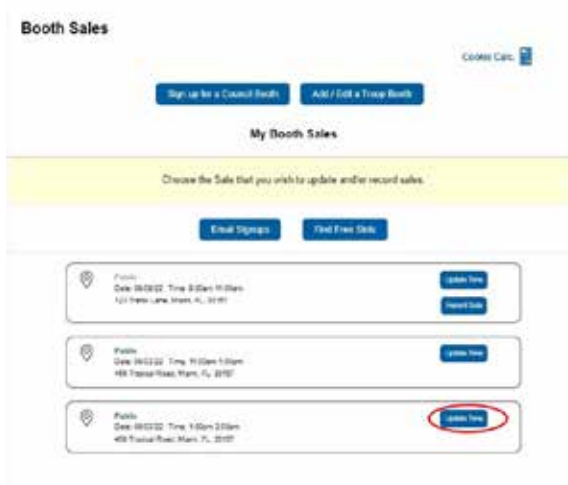


Troops that reserve Tropical Florida booth slots and are unable to show up must cancel their reservation at least 12 hours in advance in eBudde. **No shows that do not cancel may be subject to penalties, including cancellation of future Tropical Florida booth reservations.**

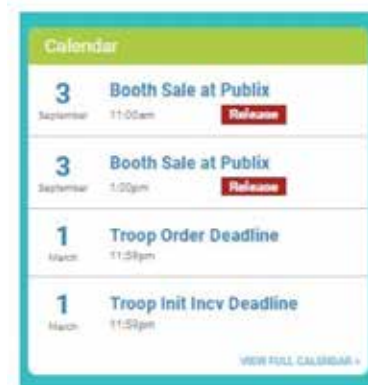
Please cancel cookie booth slots that you cannot attend to avoid customers arriving at the location where your Troop is no longer hosting a booth. If you would like to release a cookie booth:

- Click 'Update Time' next to your reserved cookie booth on the Booth Sales tab
- Select the cookie booth slot you would like to release, and your Troop number will be removed from the slot
- Select 'Submit' to successfully remove your Troop from the selection
- Pro Tip! You can also easily cancel your cookie booth on the eBudde Dashboard Calendar feature, by selecting 'Release' next to the cookie booth to be canceled.

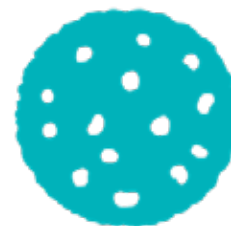
Booth Sales Tab



eBudde Dashboard Calendar



Community boundaries are defined by the zip code where your Troop meets (not personal residences). The cookie booth address also defines the Community where a specific Publix, Winn-Dixie, or Milam's is located. Troops should use care the first week to select only those stores within their own Community. Out of area sign-ups may be canceled by GSTF staff the first seven days of booth selection.



3 Cookie Booths



WHERE YOUR TROOP MEETS

Community Boundaries

Northeast Community	North Beach Community	Northwest Community	Central East Community	Central West Community	South Dade Community	Keys Community
33054, 33055, 33056, 33154, 33160, 33161, 33162, 33167, 33168, 33169, 33179, 33180, 33181	33109, 33125, 33127, 33128, 33129, 33130, 33131, 33132, 33135, 33136, 33137, 33138, 33139, 33140, 33141, 33142, 33145, 33147, 33149, 33150	33010, 33012, 33013, 33014, 33015, 33016, 33018, 33122, 33126, 33166, 33172, 33174, 33178, 33182, 33184, 33192, 33194	33133, 33134, 33143, 33144, 33146, 33155, 33156, 33158	33165, 33173, 33175, 33176, 33183, 33185, 33186, 33193, 33196	33030, 33031, 33032, 33033, 33034, 33035, 33039, 33157, 33170, 33177, 33187, 33189, 33190	33001, 33036, 33037, 33040, 33041, 33042, 33043, 33044, 33045, 33050, 33051, 33070

2. COMMUNITY BOOTHS

These are public locations (excluding Publix, Winn Dixie, and Milam's) within your Community that your Community Cookie Coordinator contacts to obtain cookie booth locations. These booth opportunities will be offered to Troops within the Community first, before the information is submitted to Council staff for all Troops to select from in eBudde.

If Troop Leaders or parents have a great idea or a personal contact to share about a cookie booth location, please contact your Community Cookie Coordinator. It is critical that everyone work through their Cookie Coordinator so that multiple people do not contact the same business. Your Community Cookie Coordinator wants everyone's assistance, so let's channel it correctly to protect our merchant relationships and avoid confusion.

3. PRIVATE BOOTHS

Private booths are locations away from general public access, such as a girl's church, a parent's workplace, or even a front yard. Some people refer to these as "Lemonade Stands." These locations will not be listed in eBudde or the Cookie Finder, unless a request is submitted in eBudde using the Troop Booth Sales feature and approved by either the Community Cookie Coordinator or GSTF staff prior to hosting the cookie booth.

This type of booth can be hosted by a Girl Scout and parent/caregiver, and the adult does not have to be registered. Siblings and/or friends who are not registered Girl Scouts should not attend.



3 Cookie Booths



Cookie Booth Success Tips

- Evaluate each location for safety, lighting, parking, visibility to your audience, and appropriateness for the age level of your girls.
- Adults **MUST** be present at all times when Girl Scouts are operating a cookie booth.
- Have girls share goals with customers. Make sure every girl can tell people what her individual and Troop goals are. Practice makes perfect – try practicing at a Troop meeting.
- Create an attractive booth with signs, banners, photos, colored lights, etc. Be creative with a fun theme, such as Tropical, Girl Power, or maybe football decor during Super Bowl weekend.
- Dress up! Girls should wear Girl Scout attire, but cookie costumes and other props work well to attract customers.
- Bundle your boxes. A little ribbon, gift tag, and creativity goes a long way in building multi-box sales.
- Have girls decorate a collection jar for Hometown Heroes donations and display a Hometown Heroes flyer. Cash donations made at cookie booths must go to the Hometown Heroes program. GSUSA rules prohibit Troop donation jars for individual Troop benefit.
- Be prepared. Bring a table, cookies, change, money container, parent phone numbers, and a first aid kit.
- Make and hand out recipe cards using Girl Scout cookies. You can find these at LittleBrownie.com.
- Have fun! Customers love to have girls sing and engage with them.

card payments on the Digital Cookie app while at Cookie Booths. Consider having girls/parents use the Troop Cookie Link at cookie booths to simplify allocating cookies to girls that attended the booth.

To accept a payment on behalf of the Troop, girls/parents simply log into their Digital Cookie account and select the Troop number before beginning the transaction.

Booth Rules and Etiquette

- Tropical Florida Booths and Community Booths require that there be two unrelated adults (one of whom is a registered Girl Scout member with a current background check) and at least one girl (best practice is two girls). Booths should not have more than two adults and four girls. All children at booths must be registered Girl Scouts (no siblings, etc.).
- Girl Scouts are guests at business locations. Respect that privilege with appropriate behavior. No horseplay, yelling, running around, eating, chewing gum, playing on phones, or approaching customers in the parking lot. Girls should act professional – this is their very own cookie business.
- Girls sell, adults supervise. Girl-led is the secret sauce of Girl Scouting. Provide only age-appropriate assistance, especially with handling money and making change.
- Safety first! Girls should not give out their full names, addresses, phone numbers, or other identifying information to customers. Always keep an eye on the cash.
- Please print and bring your booth confirmation from eBudde or be prepared to show it on your mobile device.
- Under no circumstances should store management be asked to mediate disputes between Troops.

Booth Inventory Suggestions

This is a rough guide to cookie booth inventory for a 2-hour shift, but keep in mind your experience may vary. Overall, Thin Mints and Samoas are about half of total sales each year.

Samoas	40-50 boxes
Thin Mints	40-50 boxes
Trefoils	20-30 boxes
Adventurefuls	20-30 boxes
Tagalongs	15-20 boxes
Dosidos	15-20 boxes
Lemon-Ups	15-20 boxes
S'Mores	15-20 boxes
Toffee-Tastic	10-12 boxes



Digital Cookie Contactless Payments

Volunteers and girls have access to use Digital Cookie to process contactless payments. Girls/parents also have access to use the Troop Cookie Link to process credit

- Only sell Girl Scout cookies, and all cookies must be sold at the Girl Scouts of Tropical Florida price of \$5/box for core cookies and \$6/box for specialty cookies.
- Take all trash home with you when you leave – never leave cookie cases or boxes in trash cans or recycling bins.

3 Cookie Booths



Sign-up for Cookie Booths

To sign-up for cookie booths, please follow the steps below.

Sign-up is tentatively scheduled to open December 9, 2023

- Click on the Booth Sales tab in eBudde
- Select Sign up for a Council Booth
- Click on the drop-down arrow next to the booth location you would like to select
- Select the date and time slot of your preferred cookie booth. Available slots will be highlighted in green.
- Select your preferred time slot and your Troop Number will appear in green
- Click Submit to reserve your space

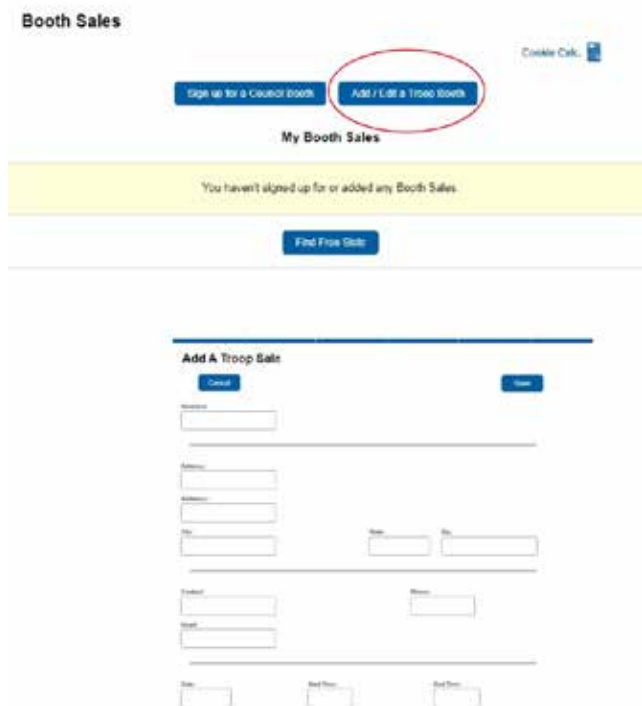
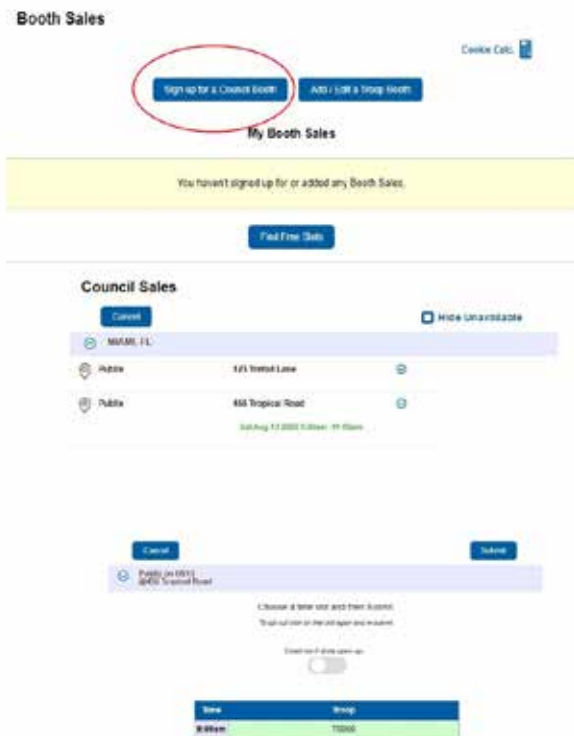
To view your current cookie booth schedule, visit the Booth Sales tab.

cookie booth, enter the details in eBudde so that it can be found on the Cookie Finder.

Your Troop Booth Sales request must be approved by the Community Cookie Coordinator or GSTF staff prior to hosting the booth.

- Click on the Booth Sales tab in eBudde
- Select Add / Edit a Troop Booth
- Click +Add
- Enter your cookie booth information. Be sure to check your spelling and all important details – this information will be visible to the general public via the Cookie Finder.
- Click 'Save'

Remember that cookie booths must be approved in eBudde prior to hosting the booth, so let your Community Cookie Coordinator know that you have submitted a request so they can check it and provide a response as quickly as possible.



Troop Booth Sales Request

Each year thousands of customers download the Cookie Finder App or look on our website to locate a Girl Scout cookie booth, so do not miss your chance to market your booth and meet your goal! Once you have secured and confirmed the details for your Lemonade Stand or pop-up

3 Troop Finances



2024 Cookie Program Pricing



Core cookies are \$5 per box:

• Adventurefuls

• Thin Mints

• Samoas

• Trefoils

• Tagalongs

• Lemon-Ups

• Do-si-dos

Specialty cookies are \$6 per box:

• Girl Scout S'mores

• Toffee-Tastic

**Please note it is a serious violation of business ethics to sell cookies at a different price than Tropical Florida's official pricing, yet staff receive complaints about this every year. The goal of the Cookie Program is to teach the 5 Skills, so it's critical that adults model correct behavior. Pricing complaints may result in forfeiture of Troop Proceeds and/or Girl Rewards.

Troop Proceeds

Base proceeds for Troops are \$0.70 per box.

All funds earned through the Girl Scout Cookie Program belong to the entire Troop to fund Troop activities that are decided on by girls in a democratic manner.

Proceeds should **not** be credited to, or earmarked for, specific girls based on participation. Girls earn rewards based on their personal Cookie Program accomplishments in the form of patches, merchandise, and other rewards.



Important Note: The full amount of Troop Proceeds must be deposited in the Troop bank account at the end of the Cookie Program.

Team Player Bonus

Troops can earn up to \$0.15 extra per box in proceeds simply by complying with Girl Scouts of Tropical Florida Cookie Program guidelines for adhering to due dates for Cookie Program readiness, ACH payments, and Cookie Program deadlines.

The Team Player Bonus is paid via ACH transfer after the Cookie Program ends.

It's as easy as 1-2-3 -

1. Cookie Ready: Be Cookie Ready by October 31, 2023. This means your Troop must complete all the following requirements by **October 31, 2023:**
 - a. Troop Requirements

- I. Have at least five (5) registered girls and two (2) registered, unrelated, and background-checked adult Troop Co-Leaders for the 2024 membership year.
 - II. Multi-level Troops must have the appropriate girl:adult ratio for the 2024 membership year, as required by the youngest age of the girl in the Troop.
 - III. ****Note:** Only girls with an active 2024 membership year registration and in a Troop as described above, will be uploaded into the Cookie Program platforms - eBudde and Digital Cookie.
- b. The Troop Cookie Manager must complete 2024 Cookie Program Training before receiving Cookie Program materials.
 - c. Troops must have submitted the 2023 Troop Financial Report.

2. Positive payments: Ensure Troop bank account has sufficient funds prior to the ACH withdrawal dates and have no outstanding balance after final payments.
3. Time is money! Meet all published Cookie Program deadlines, to include submitting Initial Order, Girl Rewards (Initial & Final, even the Troops that Opt-Out of rewards need to submit as the girls will be getting patches), Opt-Out form, successful final closeout in eBudde, etc.

Troop Treasure Bonus Program

The Troop Treasure Bonus recognizes Troops that have a minimum of 3 selling girls and earn a PGA of 350+. PGA

3 Troop Finances



is calculated by Total Packages Sold divided by Total Girls Selling With At Least One Package.

To track your PGA, simply take a look at the Sales Report tab in eBudde and look at the PGA Selling number.

Troop Treasure will be distributed to Troops after the cookie season is over, and Troop Leaders will have the option to select if they would like their bonus in the form of Cookie Bucks or Digital Dough.

Troops can use Cookie Bucks for Girl Scouts of Tropical Florida program fees (excluding outside partner events) and Girl Scout membership fees. Digital Dough is used on the GSUSA website to purchase Girl Scout merchandise and badges.

The Troop Treasure Bonus will be distributed after the Cookie Program ends and based on the following chart:

Number of selling girls in troop with PGA of 350+	Troop Treasure Earned
3-5 girls	\$75
6-10 girls	\$100
11-20 girls	\$150
21+ girls	\$200

Reward Opt-Out

Research proves that younger girls are motivated by tangible reward items, but older girls who have previously had the opportunity to earn Cookie Program rewards may prefer additional Troop proceeds to fund their activities for the year.

Council offers the option to forgo Cookie Rewards in lieu of additional proceeds for Junior, Cadette, Senior, and Ambassador Troops that do not include younger girls. Opt-out may only occur if the Troop agrees by unanimous vote to receive an additional \$0.05 in Troop Proceeds per box. Girls will still receive patches but will not receive merchandise rewards or attend Cookie Program reward events.

It must be a Troop decision, individual girls cannot opt-out. Also, multi-level troops containing younger girls are not eligible to opt-out.

Interested Troops can request the Opt-Out Form from

GSTF Customer Care. The Opt-Out Form, signed by all girls, should be returned to customercare@girlscoutsfl.org by December 8. *No exceptions

ACH Payment Schedule

Your Troop bank account on file with Girl Scouts of Tropical Florida will be automatically debited for your cookie payments, according to the payment schedule below.

ACH Formula! To take into consideration the high volume of Digital Cookie transactions that Troops are engaged in, we will subtract Digital Cookie payments made to your Troop from ACH 1 and ACH 2. ACH deadlines to Tuesdays to allow more time to make deposits in the Troop bank account after busy selling weekends.

Prior to the ACH dates, be sure your Troop's account has enough money to cover the payment. Bank fees acquired due to an unsuccessful withdrawal are the responsibility of the Troop.

Throughout the cookie season, check the Sales Report tab in eBudde for a snapshot of the amount owed to Council for each ACH, as well as the amount of Troop Proceeds that will remain in your Troop bank account.

Make sure you deposit cookie money early and often and have funds available for these automatic payments before the due date. Troops are responsible for bank fees due to unsuccessful withdrawals.

Digital Cookie payments received are sent directly to Council and are automatically credited to the girl and Troop in eBudde. Money tracked in eBudde generates proceeds for the Troop and offsets the Troop's overall balance due.



3 Troop Finances



Payment Date	Amount of Automatic Payment
Tuesday, January 30, 2024	Amount Owed to Council * 25% - DOC Payments Made
Tuesday, February 13, 2024	Amount Owed to Council * 50% - DOC Payments Made
Wednesday, March 6, 2024	100% of Balance Due
April 2024	Additional ACH (<i>if necessary</i>)

Note: these deadlines are a requirements to qualify for the Team Player Bonus.

Finance Tips for Every Troop

- Troops are financially responsible for all cookies picked up on Cookie Pick-Up Day and throughout the season at Cookie Cupboards. Count and sign for all cookies at delivery and cupboards prior to leaving. Your signed receipt is final.
- Collect and keep a copy of each girls' signed Family Responsibility & Permission Agreement Form before issuing any cookies or Cookie Program materials to girls.
- You are required to have a record of cookies distributed and money received. Always issue receipts for both cookies you distribute and payments you receive.
- Issue five cases of cookies or less to a girl at a time to limit your financial exposure. Issue more cookies only when they are paid in full.
- Money for in-person orders should be collected at the time of delivery. Although girls will deliver Digital Cookie Girl Delivery cookies, they will not collect payments for these orders as they were pre-paid for online.
- Troops should deposit all money collected into their Troop bank account early and often – don't hold money you cannot afford to replace.
- Share your deadlines and expectations for the collection of money with girls/parents.

- Have frequent girl payment deadlines throughout the Cookie Program, do not wait until the end!
- Remind parents/caregivers that they are financially responsible for all cookies signed for and received by their Girl Scout and that cookies cannot be returned to the Troop or to Council.
- Check-in with parents you do not see or hear from during the season to determine if they are having problems selling their cookie inventory. Most problems happen when Troops wait to follow-up.
- Keep track of the payments from girls/parents in eBudde on the Girl Orders tab, it can show each girl's balance due to the Troop.
- Remember that proceeds are for the Troop and not given to, nor belong, to any individual girl(s).

Parent Payment Problems

GSTF will assist with unpaid fund collection provided that Troops have followed Cookie Program guidelines and can provide the following documentation to customercare@girlscoutsfl.org by March 1, 2024.

- > Signed Family Responsibility & Permission Agreement Form
- > Signed product sales receipt(s) for the unpaid cookies.
- > At least 3 written attempts to collect the unpaid funds.



3

eBudde Quick Guide



This quick glance chart lists the frequently used tabs in eBudde, along with a description of what can be done on each tab.

Dashboard	This is each Troop's default screen. Here you will see important messages, a calendar, checklist, important dates, as well as quick links to resources that are helpful throughout the season.
Girls	This tab allows you to see the names of the registered girls in your Troop, input t-shirt sizes, and enter their cookie season goal information. Contact the Council Customer Care team to make any updates to the Troop roster by emailing customercare@girlscoutsfl.org . Deadline to request girls participating in the Cookie Program move to another Troop or add a missing girl is 12 pm on December 8. We will not be able to make the transfer after the deadline.
Initial Order	This tab is used to enter the Troop's Initial Order by girl and cookies for your upcoming cookie booths under the "Booth" line. Once orders are submitted, they cannot be changed. Totals on this tab will roll over to the Girl Orders tab to be included as part of the girl's total sales.
Delivery	This tab allows Troops to select their Cookie Pick-Up location and time slot.
Girl Orders	This tab will track the sum of all girl's sales efforts: Initial Order, Digital Cookie sales, Cookie Booth sales, as well as any other additional cookie orders received. Troops can log girl payments to the Troop here, which provides a clear picture of a girl's individual balance due. Girl payments logged do not have any impact on the Troop's balance due to GSTF.
Cookie Exchange	This tab allows Troops to post what cookie flavors they have available to exchange with other Troops and see what flavors other Troops have available.
Rewards	This tab is where rewards will be selected and submitted for Initial Order Rewards and Final Rewards.
Sales Report	The Sales Report reflects all transactions for the Troop in the system. It includes Initial Oder, additional orders, payments, Troop proceeds, and the amount owed to Council.
Help Center	This tab provides additional information about eBudde, to include manuals, handouts, videos, and more.

3

eBudde: Getting Started



Once you have been added to eBudde (in November) you will receive an email with a link and login information from do_not_reply@littlebrowniebakers.com. Save this email address as a safe sender. eBudde is your command center for the Girl Scout Cookie Program! Please visit eBudde to get started as early as possible - <https://ebudde.littlebrownie.com>

Troop Cookie Managers can manage the entire cookie season from the eBudde app, desktop version, or a combination of both – it's up to you. A streamlined and dynamic dashboard makes navigation easy, and one single sign-on to the Cookie Tech Portal allows access to all the Little Brownie Baker tools.

The Cookie Tech Portal website is - <https://cookieportal.littlebrownie.com>

Login

Troop Cookie Managers and/or Troop Leaders will receive a welcome email with a login link by mid-November, after

attending training on the 2024 Cookie Program. The first time you login, all volunteers will need to review and agree to the Volunteer Responsibility Agreement before you can access the system.

- Click on the Login link within the eBudde email you received.
- Setup your new password and confirm.
- Review/enter all additional information.
- Select the system you want to access (eBudde).
- Review and sign the Volunteer Responsibility Agreement to access your Dashboard.

Update Contact Information and Add Users

- Click the Contacts tab and Edit your information.
- To add another user, click on the +Add button at the top
- Enter the contact information of the additional user and their role.
- Click Save.
- Note: Anyone not in eBudde as a Troop Leader or Troop Cookie Chair and picking up from a Cookie Cupboard MUST be identified as a Troop Cookie Pickup Only user.

Troop Settings

- Click the Settings tab, then Edit Settings.
- Enter your Troop's goal in packages.
- If your Junior, Cadette, Senior, or Ambassador Troop wishes to opt-out of rewards for an additional \$.05 per box in proceeds, contact customercare@girlscoutsfl.org for an Opt-Out Form to be signed by all girls in your Troop by December 8.
- Click Save

Review Girl Information

- Click on the Girls tab and verify names, GSUSA ID, sales goal, and t-shirt sizes (important for rewards).
- Missing girls? Verify she is registered in your Troop for Membership Year 2024. Contact customercare@girlscoutsfl.org if you need assistance. Deadline to request girls participating in the Cookie Program move to another Troop is 12pm on December 8. We will not be able to make the transfer after the deadline. eBudde uploads are done weekly on Friday mornings. Girls that renew membership after upload will be added in the next scheduled upload.

3

Initial Order Basics



What is the Initial Order?

The Initial Order is often called the pre-order phase of the Cookie Program. During this time, girls use their Order Card and Digital Cookie account to obtain orders. The Pre-Order phase begins November 20 and continues through December 8.

Cookies pre-ordered during this time allows girls to earn Initial Order rewards. These boxes count towards their total overall sales that get them closer to earning their chosen final rewards at the end of the program.

If your Troop has discussed hosting cookie booths, you can consider adding additional boxes on the Booth Line of your Troop's order to have additional inventory on hand without making an extra trip to the cookie cupboard.

What Should Girls Order?

Girls should submit their total box count for each cookie variety from their Order Card to the Troop Leader.

Remember! Approved Girl Delivery orders from Digital Cookie are automatically included as part of the Initial Order. Digital Cookie is sending the approved Girl Delivery orders directly to eBudde and they are already listed on the Initial Order tab, on the DOC. Girl Del. row in grey.

eBudde will add Girl Delivery orders directly to your Initial Order tab from Digital Cookie until your Troop submits the Initial Order. After your Troop submits the Initial Order, any approved Girl Delivery cookie orders will come from the girl's inventory or the Troop's cookie inventory.

Placing the Initial Order

Initial Orders are entered in eBudde on the Initial Order tab by 11:59pm on December 11, before the system locks to Troops.

Remember, this is each girl's pre-orders plus enough Troop cookies for booth sales for the first two weeks of the sale (sales are heaviest at the beginning).

Remember, to earn the Initial Order Troop Reward your Troop Initial Order PGA must equal 210+ and the Troop must have a minimum of three (3) selling girls. Each girl that wants to have a t-shirt must have an Initial Order of at least one box. You may find your Initial PGA on the Sales Report tab.

Product	Qty	Price	Total
Business Cards	10	1.20	12.00
Adornments	50	0.80	40.00
Lipgloss	50	0.60	30.00
Tealights	50	0.80	40.00
Hot Sauce	50	0.60	30.00
Aprons	50	0.60	30.00
Signage	50	0.30	15.00
Hot Sauce	50	0.60	30.00
Aprons	50	0.60	30.00
Tealights	50	0.80	40.00
Adornments	50	0.80	40.00
Total	500	0.00	400.00

1. Login to eBudde and click on the **Initial Order** Tab.
2. Click on the **ORDER CARD** line of the girl's name.
3. Enter total boxes by variety from her Order Card.
IF girls have approved In-Person Girl Delivery orders from Digital Cookie, these boxes are automatically accounted for on the **DOC Girl Del.** line – do not re-enter these quantities.
4. Click **SAVE** and repeat for each girl in the Troop.
5. Booth Cookies – Click on the **BOOTH** line at the bottom of the screen to enter cookies for your first two weeks of planned cookie booths. Click **SAVE**.
6. Carefully review the totals for each girl and at the bottom of the screen. If all is correct click Submit Troop IO. Remember, you cannot change the Initial Order after it has been submitted. Contact your Community Cookie Coordinator or contact customercare@girlscoutsfl.org to make changes.

****IMPORTANT**** While girls will place their order in boxes – ALL Troop orders are placed in FULL CASES. Each case has 12 boxes. Not to worry - eBudde will do the math for you. The example below shows how eBudde does the calculation:



3

Initial Order Basics



	18	33	50	40	30	20	10	50	40	40	391
Order Card	18	33	50	40	30	20	10	50	40	40	391
DOC Girl Dkt.	0	0	0	0	0	0	0	0	0	0	0
Total Order	18	33	50	40	30	20	10	50	40	40	391
Pkgs. Ordered	43	183	105	101	77	180	112	174	55	55	1563
Cases To Order		15	8	8	7	14	10	15	8	8	90
Order+Extras+Charity		8	8	7	7	8	8	8	8	8	65

Pkgs. Ordered

= total BOXES of each variety entered for girls

Cases to Order

= total CASES being ordered for each variety (the rounded box count to make a full case order)

Order + Extras - Charity

= the BOX difference in the Pkgs. Ordered and Cases to Order that the Troop will physically have on hand. Credit for these extra cookies can be given on the GIRL ORDERS tab once distributed to girl/parents.

Selecting an Initial Order Pick-Up Location in eBudde



Note: The Troop's Initial Order must be submitted on the Initial Order tab before a location/time can be selected. Location cannot be changes after submitted.

1. Click on the **DELIVERY** tab in eBudde.
2. Identify who is picking up for your Troop. If you intend to pick-up for multiple Troops – you must identify this by choosing “yes” in the corresponding area on the screen, listing all Troop numbers for a single pick-up.
3. Select a delivery station (location and date) from the drop-down menu.
4. A schedule for that location will appear – review your options.
5. Click on an open time slot. Note: Pick-up slots are available on a first come, first serve basis.
6. Click **SUBMIT**.
7. Your pick-up time has been reserved!
8. Click **VIEW CONFIRMATION** and **PRINT** a confirmation receipt.

Selecting and Submitting Reward Orders

1. Click on the **REWARDS** tab.
2. Click the **FILL OUT** button on the Initial Rewards Orders line.
3. A listing of your girls will appear. Girls who need an item selected will be shown in red: **Size/Catalog Selection Needed**.
4. Click on the respective girl names.

Note: Girls without at least one box for their Initial Order will not receive the Troop Initial Order Reward. Troops that Opt-Out of Rewards need to submit rewards as the girls will receive patches.

5. Make any necessary item selections or sizes if needed.
6. Her record will now be shown in green as: **Size/Catalog Selection Done**.
7. Repeat for each girl where necessary and **Submit Reward Order** by the Troop deadline of **December 11**.



3

Initial Order Pick Up

Troop Cookie Pick-Up Day is Saturday, January 13, 2024

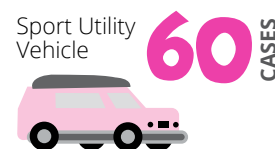


The week of January 8, 2024, all Troops will receive detailed instructions for Cookie Pick-Up Day. Troops in the Keys will also receive information for their cookie delivery that will take place on January 13.

The Day of Your Pick-Up

- Please have at least two adults present, one to drive through the stations, and one to count and supervise loading. No children or pets, please – there is heavy machinery in use.
- Know exactly what your order consists of – total cases by variety. Remember, Hometown Heroes cookies are not physically received/picked up by the Troop.
- Arrive as close to your scheduled time as possible.
- Arrive with ALL the vehicles needed to receive your Troop's complete cookie order.
- Have your entire caravan pull in line together – with the lead car in front.
- Stop at the check-in station to receive your pick-up ticket and instructions on how to receive your order.
- Pull forward as directed, give pick-up ticket to adult loading the vehicle, and count the cases before and during loading.
- At checkout, pick-up any Initial Order Rewards, confirm the cookie order you received, sign for cookies and rewards, and take your receipt – You are done!

How Many Cases Can a Car Carry?



What is the return policy?

- Recount if there is any doubt. Troops are responsible for counting and verifying the total number of cases. Once you leave the pick-up location – no count adjustments will be made. The Troop is responsible for all cookies picked up.
- Cookies, once received by a Troop, cannot be returned to Girl Scouts of Tropical Florida. Troops accept financial responsibility by signing the receipt. Once receipts are signed, all cookies are the property of the Troop, which its Troop members hold financial responsibility for.

What if a box is damaged?

- If a box is damaged, the box can be exchanged for a non-damaged box of the same flavor. Damaged = crushed, sealed but empty, or an unsealed package.
- If a customer receives a damaged box of cookies, the girl/parent should apologize for the inconvenience and replace the product. The damaged box should be returned to the Troop Cookie Manager and/or Troop Leader, who will replace it using the Troop's inventory. The damaged box can be exchanged at a cupboard for the same flavor.

4

Getting Cookies to Girls and Customers



Distribution to Girls and Parents

Distribute cookies to girls and parents as soon as possible. Prompt delivery to Girl Scouts allows for a prompt delivery to customers! Girls should aim to have all Initial Order cookies delivered within two weeks of receiving them.

Girl & Parent Cookie Pick-Up

It is helpful to divide the entire Troop Initial Order by girl and verify counts before families arrive to pick-up cookies.

- Use the printable version of the Initial Order tab and/or the Girl Orders tab to ensure your count for distribution is accurate.
- Parent/guardian **MUST** count and sign for their cookies. **GIVE A RECEIPT** every time a parent receives cookies and/or makes a payment. Provide a receipt using your receipt book.

- Make sure you have a copy of their signed Family Responsibility & Permission Agreement Form. Protect yourself, protect your Troop, and protect your Girl Scouts. Do not issue any cookies unless you have a signed Family Responsibility & Permission Agreement Form.

Delivery to Customers

- Girls collect money for cookies upon delivery to their customers. Girls should never leave cookies with a customer without payment.
- If a Troop is accepting checks for payment, they should be made payable to the TROOP and deposited in the Troop bank account.
- Girls should turn in money frequently to the Troop Cookie Manager, and the Troop Cookie Manager should make prompt and timely deposits into the Troop's account.

4

Cookie Cupboards



Once you sell your Initial Order cookies, you will need to obtain more inventory from our Cookie Cupboards.

Cookie Cupboards are locations where Troops can pick up more cookies to fill girl's additional cookie orders AND get needed inventory for cookie booths.

Cookie Cupboard locations and schedules have not been finalized by Little Brownie Baker at the time of printing. Final details will be shared via email and available in eBudde.

Florida Keys Troops

At the time of printing, plans are still in the works for the mobile cupboard to the Florida Keys. The Council Cookie Team will contact Troops in the Keys with more details.

Cookie Cupboard Order

All Cookie Cupboard Orders Require Placing A Pending Order in Advance

Placing a Pending Cookie Cupboard Order

1. Click on **Transactions** tab in eBudde.
2. Click on **+ADD**
3. **Normal** will always be selected.
4. Leave the top **Date** box as is - it is the date you are entering the transaction into eBudde.
5. **Cupboard** should be highlighted for Pending Cupboard orders.
6. Use the **Select Location** drop-down menu to select the Cupboard you would like to pick up cookies from. Take note of the Notes section that will give you the information you need about each Cupboard location.

7. **Pickup** - Select the date and time you will be picking up cookies.
8. Input how many **Cases** of each variety you want to order - orders may only be placed in full cases.
9. Review for accuracy
10. Click **Save**
11. **Print** a copy to bring with you to the Cookie Cupboard.
12. Once your pending order has successfully been placed, you will see it listed on the Transactions tab.

Picking Up Cookies

You may authorize additional volunteers as Troop Cookie Pickup Only Users to help you, but this must be done in eBudde before they arrive at the Cupboard.

- At the Cupboard, the person picking up the cookies **MUST** have the correct Troop number and know the details of the pending order.
- Cupboard staff will review the order with you and take the order off pending, which will serve as the electronic confirmation and signature for the cookies.
- Not all Cookie Cupboards operate the same schedule. Always review the schedule notes for specific instructions and need to know information for the chosen location.

Receipt	Type	Date	Int. Party	Pickup	Rate	Add	Used	Pa	0.00	Am
148822	normal	08/11	COO.2	08/11	9	12	12	12	12	
40201	normal	08/11	Cherry 1	08/12	6	12	6	6	6	
City Total					6	0	6	0	6	
Pending					6	24	12	12	12	
Other Pending					6	24	12	12	12	

Add Transaction

Type & Place

Cookie Order

Product: [] Price: [] Package: []

Quantity: []

Unit Price: []

Total Price: []

Notes: []

Print [] Save []

4

eBudde: Allocating Cookies & Payments



Most often girls sell additional boxes beyond what was submitted as their Initial Order. Give girls credit for all boxes sold by allocating cookies in eBudde. Girl rewards are based on allocating additional cookie boxes in eBudde, so it is critical that all cookies sold are assigned to individual girls before you close the sale.

Girls should receive credit for all boxes sold in eBudde by 11:59 pm on March 3.

It's much easier and more manageable to do this regularly throughout the sale – don't wait until the end of the season!

For cookies sold after the Initial Order has been placed, follow these steps to allocate cookies:

1. Click on the **GIRL ORDERS** tab, which will appear after Initial Orders are submitted. When the Girl Orders tab appears on the screen, you will see a Girl Orders Summary view of your Troop's sales.
2. The row next to each girl's name shows a summary of her entire sale, including her Initial Order, Hometown Heroes sales, booth sales, and total sales. The green side of the row shows her financial summary. Her 'Total Due' and 'Balance Due' are automatically calculated in

eBudde based on her number of packages sold and her payments entered.

3. Click on a girl's name.
4. Click the **+Order** button to allocate packages or the **+Payment** button to enter a payment
5. Use the COMMENT box to log a description of the entry, such as the date the cookies were picked up, location of the booth, etc.
6. Enter the total count of additional boxes distributed to girls/parents by the type of sale:
 - a. Hometown Heroes = Donated cookies. Troops only need to collect the \$5 per box from girls/parents. Do not distribute physical cookie boxes to girls for donated cookies.
 - b. Booth = Cookie booth sale
 - c. Other = Direct sales to customers
 - d. Cookie = Core cookie
 - e. Spec = Specialty cookie
 - f. Note: You can also record payments as you are allocating cookies.
7. After allocating all necessary cookies boxes:
 - a. Click **SAVE** to complete the transaction.
 - b. Repeat for each girl as needed using the drop-down titled Switch to Girl.

Girl Orders Summary

Below are your troop sales broken down by Girl.
To view/edit a Girl's Transactions select the appropriate row.

Girl	DOB	Status	Sales							Total	Total Due	Paid	Bal. Due
			HTH	Cookie Initial	Cookie Booth	Cookie Other	Spec Initial	Spec Booth	Spec Other				
✓	Ashley L.		3	110	0	0	10	0	0	123	\$635.00	\$0.00	\$635.00
✓	Beatrix B.		8	181	0	0	10	0	0	209	\$1055.00	\$0.00	\$1055.00
✓	Clavin M.		0	68	0	0	0	0	0	68	\$340.00	\$0.00	\$340.00
✓	Jessica H.		15	250	0	0	80	0	0	391	\$2005.00	\$0.00	\$2005.00
✓	Liliana J.		17	248	0	0	10	0	0	275	\$1385.00	\$0.00	\$1385.00
✓	Valerie G.		0	0	0	0	0	0	0	0	\$0.00	\$0.00	\$0.00
Girl Totals			43	1825	0	0	220	0	0	2131	\$10875.00	\$0.00	\$10875.00
Troop Order (Initial order only)										1129			
Difference										-1002			

The Girl Totals row shows the total packages that has been credited to individual girls.

The Troop Order row is the total number of packages your Troop has ordered. As you pick up additional cookies from the Cookie Cupboard or add HTH sales, this number will increase.

The Difference row shows the number of packages your Troop has received that have not yet been assigned to a girl.

4

eBudde: Allocating Cookies & Payments



Ashley L.

Cancel +Order +Payment

Switch to Girl: Ashley L. All Orders

DOC	Comments	HTH	Cookie Booth	Cookie Other	Spec Initial	Spec Booth	Spec Other	Total	Total Due	Paid	Bal. Due
	Int. Order "Locked"	0	113	0	0	10	0	123	\$610.00	\$0.00	\$610.00
		5	0	0	0	0	0	5	\$25.00	\$0.00	\$25.00
	Totals	5	113	0	0	10	0	123	\$635.00	\$0.00	\$635.00

Digital Cookie and the Girl Orders Tab (Shipped and Donated): Orders received through Digital Cookie will automatically appear on the Girl Orders tab. Digital Cookie orders will be added to the HTH, Cookie Other, and Spec Other columns as determined by the customer's orders. Digital Cookie transactions cannot be edited, and they are always paid in full because the customer paid for those cookies through Digital Cookie. Do not collect funds for Digital Cookie orders.

Digital Cookie and the Girl Orders Tab (Girl Delivery): For Girl Delivery orders received through Digital Cookie, the **payment** will automatically appear on the Girl Orders tab. **It does not credit the cookies sold to the girl who sold them.** It will include the payment amount and the Digital Cookie order number. Do not collect funds for Digital Cookie orders.

The parent needs to communicate to the Troop Cookie Manager that they have sold Girl Delivery cookies and get those cookies from the Troop's inventory, if the girl does not have them already assigned to her (i.e., she already checked out a few extra cases for additional sales and has those assigned to her).

The Troop Cookie Manager has to credit those cookies on the Girl Orders tab in eBudde in order for her to get credit for them using the above instructions for allocating cookies to a girl.

Recording Girl Payments in eBudde

1. Click on the **GIRL ORDERS** tab.
2. Click on a girl's name.
3. Click the **+PAYMENT** button.
4. Enter the date in the COMMENTS box.
5. Enter the total amount paid in the PAID box.
6. Click the **SAVE** button at the top.
7. Repeat for each girl as needed.

Cookie Booth Recorder

For cookies sold at any booth listed in eBudde, using the Booth Recorder feature is convenient and fast. However, Booth Recorder only works for cookie booths that your Troop signed up for in eBudde.

Using Booth Recorder

1. Click on the **BOOTH SALES** tab.
2. You will see a list of your cookie booth sale locations.
3. Select **RECORD SALE** for the appropriate booth.
4. Enter the total boxes sold by variety. The system will automatically calculate the payments.
5. Click **SAVE**.
6. On the next screen, select the girls who participated at the cookie booth and enter the number of boxes each sold or click on **DISTRIBUTE** to automatically divide the cookies amongst all selling girls. You can manually change the allocation of the box(s) as necessary.
7. Click **SAVE**. and eBudde will create a transaction record on the Girl Orders tab for each girl that you have selected.

Note: If you need to make changes, you will not be able to make those changes on the Girl Orders tab, you will need to go to the Booth Sales tab for any changes.



4

Closing Out the 2024 Cookie Program



Closing your Troop's Cookie Program on time is critical. Cookie sales end on February 25, 2024, and Troops must close their sale in eBudde by 11:59 pm on March 3, 2024.

We cannot order Girl Rewards until ALL Troops successfully closeout their sale, so late submissions can result in forfeiture of Girl Rewards.

Closeout Checklist

- ❑ Look at the Transactions tab to confirm all your Cupboard transactions, and any Troop-to-Troop transfers are correct, if not contact your Community Cookie Coordinator.
- ❑ Prepare for ACH #3 on March 6, by making sure funds are available. The Sales Report tab contains the Amount You Owe Council.
- ❑ Allocate all cookies to individual girls and record all girl payments in eBudde. Your Girl Orders tab should zero out, meaning the Girl Totals line should be equal to the Troop Order line. The line labeled Difference should be zero.
- ❑ Do not forget to enter Hometown Heroes donation cookies under the HTH column. Remember, you are recording monetary donations for HTH, not actual cookie boxes from your inventory.
- ❑ Review your Sales Report tab. This is an all-in-one overview of your Troop's Cookie Program. It reflects all transactions, your Initial Order, Hometown Heroes donations, additional orders, payments, Troop information, goals, Council monies, and balance due. Make sure everything is in order.
- ❑ Confirm with girls their the Final Rewards for your Troop. All Troops must submit final rewards to qualify for the Team Player Bonus, even if the Troop Opted Out of rewards. This closes your Troop's sale. You cannot undo this step, but if you need changes after you submit the final rewards, contact your Community Cookie Coordinator immediately.
- ❑ Print a copy of your Sales Report for your records. It is a great idea to go ahead and input your Troop Proceeds into your Troop Financial Report in Volunteer Took Kit for the end of the year.
- ❑ Celebrate your Troop's success! Your Community Cookie Coordinator will receive and distribute rewards to Troop Cookie Managers when they arrive. High value merchandise for Super Seller reward levels may be shipped directly to the girl's home. Please ensure the contact information for all girls is updated.



4

Volunteer Resources



Be sure to take advantage of all the resources available online to guide you through a fun and successful Girl Scout Cookie Program



Girl Scout USA Website:

Locate information on the Girl Scout Cookie Program and national cookie badges and pins.

<https://www.girlscouts.org/en/cookies/all-about-cookies.html>



Girl Scouts of Tropical Florida:

Visit your Council's site to find training material, forms, and other helpful information.

<https://www.girlscoutsfl.org>



eBudde™:

Your command center for managing the cookie sale. Order cookies, track activity, and select girl rewards.

<https://eBudde.LittleBrownie.com>

eBudde Troop App:

Place orders, watch training videos, and find eBudde help all on your mobile device. Learn more and download the app at

<https://www.littlebrowniebakers.com>



Digital Cookie:

Girl Scouts can setup their own personalized online cookie store, take credit card payments, and ship cookies directly to customers.

<https://digitalcookie.girlscouts.org/login>



Little Brownie website:

The website of our official Girl Scout Cookie baker. Find girl activities, marketing ideas, Girl Scout Cookie facts, resources, and much more.

<https://www.littlebrowniebakers.com>

Girl Scouts Built by Me Cookie Planner:

An online tool to help plan a custom cookie season.

<https://cookieplanner.littlebrowniebakers.com>

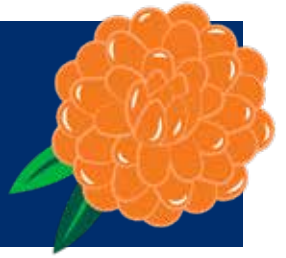
Little Brownie Baker YouTube Channel:

Check out a library of inspiring videos, selling tips, and eBudde instructional videos.

<https://www.youtube.com/littlebrowniebakers>

5

Rewards



Girl Scouts of Tropical Florida looks forward to recognizing the accomplishments of girls and Troops who earn rewards based on their sweet success!

Girl Rewards are cumulative and based on each individual girl's sales. Council reserves the right to replace an item with that of similar value.

Please see the 2024 Order Card for a complete list of Cookie Program rewards.



Initial Order Girl Rewards

180+ Boxes
230+ Boxes

Axolotl Bandana
S'Mazing Apron AND Cookie Stand Charm



Initial Order Troop Rewards

*To earn the Troop Initial Order reward, the Troop Initial PGA must equal 210+ and the Troop must have a minimum of three (3) selling girls. Each selling girl must have an Initial Order of at least one (1) box to receive the t-shirt.

210+ Boxes

GSTF Theme T-shirt



Digital Cookie Rewards

30+ Emails
50+ Boxes
125+ Boxes
200+ Boxes

Cookie Techie Patch
Axolotl Cookie Charm
Axolotl Screen Cleaner Dangler
Lottie the Mini Axolotl



Hometown Heroes Rewards

25+ Boxes Gift of Caring Patch
50+ Boxes Fashion Patches set AND Cookie Heart Charm
100+ Boxes Collapsible Camp Cup



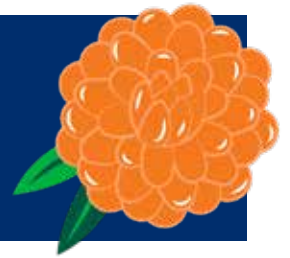
Top Troop Rewards

Enjoy an exciting Mystery Troop Event for the Top Selling Troop, Top Selling Troop by PGA, and Top Selling Hometown Heroes Troop!



5

Girl Rewards



crocs™

CONVERSE →



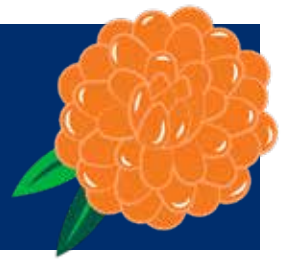
FROST SCIENCE



24+ Boxes	Own Your Magic Theme Patch
50+ Boxes	Own Your Magic Magical Marker
75+ Boxes	Own Your Magic Scratch Art Poster
100+ Boxes	Charm Patch AND Own Your Magic Charm
150+ Boxes	Own Your Magic DIY Playing Card Set
204+ Boxes	Axolotl Action Patch AND Own Your Magic Lanyard
252+ Boxes	Own Your Magic Wallet with wrist lanyard
300+ Boxes	Axolotl Necklace OR Own Your Magic Baseball Cap
400+ Boxes	Axolotl Makeup Pouch OR Axolotl Plush
500+ Boxes	Goal Getter Patch AND Own Your Magic T-shirt OR Own Your magic Crossbody Bag
750+ Boxes	Own Your Magic Weekender Tote OR Pond Pocket Pillow with 4 mini plush.
1,000+ Boxes	Axolotl Pillow AND Own Your Magic Puffy Blanket OR Storage Ottoman
1,250+ Boxes	crocs Gift Card with trefoil charm OR Girl Scout Buils-a-Bear Kit
1,500+ Boxes	Super Patch AND Converse Gift Card OR Zoo Miami Dual Annual Pass (2 people)
2,024+ Boxes	Axolotl Socks AND Invitation to Chelsea's Extraordinary Outing (date and location to be announced)
2,500+ Boxes	Fujifilm Instant Film Camera OR JBL Clip 4-Portable Bluetooth Speaker
3,000+ Boxes	Fitbit Activity Tracker OR Frost Science Membership
3,500+ Boxes	Bluetooth Stereo Turntable/Record Player OR Camping Tent with 2 Camping Chairs
4000+ Boxes	Mini Projector with Foldable screen

5

Girl Rewards



Cookie Bucks

Cookie Bucks are electronic credits redeemable for Girl Scouts of Tropical Florida programs (excluding programs run by outside partners), Girl Scouts of Tropical Florida summer camp, and Girl Scout Membership. Cookie Bucks have no cash value and will expire March 31, 2025. Please note GSTF Cookie Bucks cannot be used at other Councils or on GSUSA.com.

Digital Dough

Digital Dough is an electronic gift card to be used for purchases only on the GSUSA website. Digital Dough has no cash value and will expire March 31, 2025. Please access the GSUSA website by visiting www.girlscoutsfl.org and Click 'Shop'.

Philanthropic Option: Shoes 4 Haiti

This year, we are continuing our philanthropic reward option, Shoes 4 Haiti, as an alternative to Cookie Bucks and Digital Dough.

Girls can choose to send shoes to kids who cannot afford them. The Shoe that Grows is designed for kids living in poverty, where going barefoot can expose them to soil-borne diseases or prevent them from attending school. It can expand five sizes and lasts for five years. Girl Scouts of Tropical Florida chose to help children in nearby Haiti.

In 2023, our Council sent 66 pairs of shoes to kids in Haiti – thank you for your generosity!







2023-2024 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

Approximately 15 cookies per 6.3 oz. pkg.

Ⓢ Ⓛ

\$5



Lemon-Ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

Approximately 12 cookies per 6.2 oz. pkg.

Ⓢ Ⓛ

\$5



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

Ⓢ Ⓛ

\$5



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

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg.

Ⓢ Ⓛ

\$5



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

Ⓢ Ⓛ

\$5



Tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating

Approximately 15 cookies per 6.5 oz. pkg.

Ⓢ Ⓛ

\$5



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.

Ⓢ

\$5



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

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Approximately 16 cookies per 8.5 oz. pkg.

Ⓢ Ⓛ

\$6



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

Ⓢ Ⓛ

\$6



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ACCEPTED