Girl Scouts of Tropical Florida
2023-2024
Girl Scout Cookie Program

Cookie Program Training
WELCOME AND THANK YOU
BAKING WITH HEART FOR 50 YEARS
Baking in Success for 50 Years

The Little Brownie Cookie Timeline
The Little Brownie Cookie Timeline

1970s
- Trefoils® 1974-Present
- Samoas® 1974-Present
- Thin Mints® 1974-Present
- Do-si-dos® 1974-Present
- Tagalongs® 1976-Present
- Granola 1977-1978

1980s
- Chocolate Chunks® 1979-1981
- Medallions 1983-1984
- Juliettes® 1984-1985
- Echo™ 1987-1989

1990s
- Trail Mix 1990-1991
- Golden Nut Clusters® 1991-1993
- Pecan Sherrees® 1985-1987
- Snaps™ 1994-1997
- Lé Chip™ 1996-1997
- Sugar Free Chalet Creme 1997-1998
- Apple Cinnamon 1997-2001
- Striped Chocolate Chip 1997-1999
- Lemon Drops 1998-1999

2000s
- Aloha Chips® 2000-2004
- Juliettes® 1993-1996
- Reduced Fat Chalet Creme 1995-1997
- All Abouts™ 2001-2008
- Double Dutch™ 2004-2005
- Café Cookies™ 2005-2007
- Sugar Free Chocolate Chip 2009

2010-2020s
- Olé Olé™ 2001-2003
- All Abouts™ 2001-2008
- Lemon Coolers® 2003-2006
- Sugar Free Chocolate Chip 2009
- Little Brownies 2008-2009
- Little Brownies 2008-2009
- Toffee-tastic® 2014-Present
- Girl Scout S'mores® 2016-Present
- Lemon-Ups® 2020-Present
- Raspberry Rally® 2023-Present

Baking With Heart For 50 Years
Confidential & Proprietary
OWN YOURmagic
Hi. My name is Lucy! I want to introduce you to someone I'm with me...

I am an axolotl and the 2024 OUN's Magic mascot. This year will be a-lot-l fun!
Troop Volunteer Cookie Role
Troop Volunteer Cookie Role

- Read weekly Cookie Program emails from Council
- Host Troop Cookie Meeting: Teach girls about cookies, set goals, and distribute the cookie materials
- Collect Troop pre-orders & submit Initial Orders in eBudde: Due December 11 by 11:59pm.
Troop Volunteer Cookie Role

Submit Initial Order Rewards in eBudde
Due December 11 by 11:59pm.

Pick-Up Cookies on Cookie Pick-up day.
Pick-up day is January 13th

Distribute Cookies and rewards in a timely matter
Troop Volunteer Cookie Role

Schedule and host Cookie Booths for the Troop.
Booth Selection opens on Dec 9th

Collect and deposit Cookie money frequently in the Troop bank account

Finalize Cookie Sale, allocate cookies and submit Final Rewards
Due March 3 by 11:59pm.
Cookie Dates
Pre-Orders: November 20 – December 8

Digital Cookie: (tentatively) NEW! December 2 – February 25

Direct and Booth Sales January 13 – February 25
# Mark Your Calendars

<table>
<thead>
<tr>
<th>Month</th>
<th>Dates</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>October 11, 2023</td>
<td>New Troop Cookie Volunteer Training (In person)</td>
</tr>
<tr>
<td></td>
<td>October 12, 2023</td>
<td>Troop Cookie Volunteer Virtual Training</td>
</tr>
<tr>
<td>November</td>
<td>November 20, 2023</td>
<td>Cookie Pre-Orders Begin</td>
</tr>
<tr>
<td>December</td>
<td><strong>NEW! December 2, 2023</strong></td>
<td>Digital Cookie Opens (tentatively)</td>
</tr>
<tr>
<td></td>
<td>December 7, 2023</td>
<td>Cookie Chat</td>
</tr>
<tr>
<td></td>
<td>December 8, 2023</td>
<td>Opt Out Form Due &amp; Roster Updates Request</td>
</tr>
<tr>
<td></td>
<td>December 9, 2023</td>
<td>eBudde Booth Selection Opens</td>
</tr>
<tr>
<td></td>
<td>December 11, 2023</td>
<td>Troop Initial Order Due</td>
</tr>
<tr>
<td>January</td>
<td>January 11, 2024</td>
<td>Cookie Chat</td>
</tr>
<tr>
<td></td>
<td>January 13, 2024</td>
<td>Cookie Pick-up Day/Cookie Sale Begins</td>
</tr>
<tr>
<td></td>
<td>January 18, 2024</td>
<td>Cookie Cupboards Open</td>
</tr>
<tr>
<td></td>
<td>January 30, 2024</td>
<td>1st ACH Transfer</td>
</tr>
<tr>
<td>February</td>
<td>February 8, 2024</td>
<td>Cookie Chat</td>
</tr>
<tr>
<td></td>
<td>February 13, 2024</td>
<td>2nd ACH Transfer</td>
</tr>
<tr>
<td></td>
<td>February 22, 2024</td>
<td>Cookie Chat</td>
</tr>
<tr>
<td></td>
<td>February 23, 2024</td>
<td>Cookie Cupboards Close</td>
</tr>
<tr>
<td></td>
<td>February 23, 2024</td>
<td>Girl Cookie Money Due to Troops</td>
</tr>
<tr>
<td></td>
<td>February 25, 2024</td>
<td>Cookie Sale Ends</td>
</tr>
<tr>
<td>March</td>
<td>March 3, 2024</td>
<td>eBudde Closes to Troops</td>
</tr>
<tr>
<td></td>
<td>March 6, 2024</td>
<td>3rd ACH Transfer</td>
</tr>
<tr>
<td></td>
<td>March 18-22, 2024</td>
<td>HTH Cookie distribution (tentatively)</td>
</tr>
<tr>
<td>April</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td><strong>Celebrate a successful 2024 Cookie Program</strong></td>
<td></td>
</tr>
</tbody>
</table>

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**Baking with Heart for 50 Years**

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Mark Your Calendars

December
- NEW! December 2, 2023 - Digital Cookie Opens (tentatively)

January
- January 18, 2024 - Cookie Pick-up

February
- February 25, 2024 - Cookie Sale Ends

March
- March 18-22, 2024 - HTH Cookie distribution (tentatively)

April
- Team Player Bonus and Troop Treasure Distribution

May
- Final Rewards Distribution
Cookie Chats

Have questions? Want to get a quick refresher of upcoming important cookie items?

We will be hosting Cookie Virtual Chats. Register for any or all on Girl Scout Event Calendar

- December 7, 2023
- January 11, 2024
- February 8, 2024
- February 22, 2024
Cookie Program 101
Cookie Program 101

Cookie Program is *NOT* just a sale.

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world.

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**BUSINESS SKILLS BAKED INTO EVERY BITE**

- **Decision Making**
  Smarter decision making empowers a girl to excel.

- **Goal Setting**
  Setting important goals inspires a girl to better herself.

- **People Skills**
  Confidence in dealing with others helps a girl reach her goals.

- **Money Management**
  A girl learns the importance of good money management.

- **Business Ethics**
  A girl learns the value of running a business the right way.
Cookie Program 101

While the girls participate in the Cookie Program they can earn pins and badge.

This chart is available in the *Troop Cookie Manual* that you will receive with your materials.
Cookie Program 101

Key Concepts
• Girl-led! – girls lead and volunteers coach
• Troops earn proceeds and Girls earn rewards

Ways to Run a Cookie Business
• Pre-Orders & Initial Order – Girls take orders from friends and family - not payment.
  ➢ Helps determine quantity and variety for Cookie Pick-Up day on January 13th.
  ➢ Tip! It is up to the Troop to decide whether they would like to continue Pre-Orders up to the start of the Direct Sales.
• Digital Cookie – Online and mobile app sales platform, integrated with eBudde
• Direct Sales and Cookie Booths – Allows girls and Troops to sell directly to customers

Host a Family Meeting
• Why We Participate in the Cookie Program
• Family Responsibility Agreement Form
• Safety Guidelines
• Goal Setting
• Introduce the Family Guide
Cookie Program Materials

Cookie Material Packets
Only Cookie Ready Troops receive packets
- Troop Cookie Manual
- 1 Order Card per girl
- 1 Parent Responsibility & Permission Form per girl
- 1 Box of Cookies

Receipt Books
Money envelope

Resources on the website
- Hometown Heroes Flyer
- Thank you note cards
- Digital Cookie Tip sheets
- Digital Forms
- Certificates
- Goal Poster
- Cookie Recipes
- Opt-Out Form
- and more…
Is A Troop Cookie Ready?

Troops must be Cookie Ready by October 31 as the first step to qualify for the Team Player Bonus.

Troop Criteria

• Have at least five (5) registered girls and two (2) registered, unrelated, and background-checked adult Troop Co-Leaders for the 2024 membership year.

• Troops must have the appropriate girl:adult ratio for the 2024 membership year, as required by the youngest age level in the Troop.

• 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.
Is A Troop Cookie Ready?

**Troop Finances**

- Troop must have submitted the Finance Report for 2023.
- Troop must have a Truist bank account.

**2024 Cookie Training**

Troops must complete the 2024 Cookie Training to receive the Cookie Program materials.
Cookie Program Material Distribution

CE, NB, NE, NW, SD, Keys – Your Community Cookie Coordinator will reach out to you with information.

CW – Pick up will be available from October 23 – 26 and October 30 - November 2 at the GSTF Service Center: Monday – Thursday from 9:30am to 1:30pm.

<table>
<thead>
<tr>
<th>Community Name</th>
<th>Community Cookie Coordinator</th>
<th>Will Assist Distributing Program Materials for Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Valarie M.</td>
<td></td>
</tr>
<tr>
<td>Northwest</td>
<td>Cary G.</td>
<td></td>
</tr>
<tr>
<td>North Beach</td>
<td></td>
<td>Ernestine M.</td>
</tr>
<tr>
<td>Central West</td>
<td></td>
<td>Council Cookie Team</td>
</tr>
<tr>
<td>Central East</td>
<td>Lisa M. &amp; Lindsay B.</td>
<td>Council Cookie Team</td>
</tr>
<tr>
<td>South Dade</td>
<td>Laurie V.</td>
<td></td>
</tr>
<tr>
<td>The Keys</td>
<td>Amy B.</td>
<td></td>
</tr>
</tbody>
</table>

For those communities without a designated Community Cookie Coordinator, Council staff will be assisting your Community this season.
New For 2024 Cookie Program
New For 2024 Cookie Program

Cookie Rookie Patch
Girls that participate in the Cookie Program for the first time and meet the requirements can earn the Cookie Rookie patch

Digital Cookie Enhancements
• Parents will be able to add an Initial Order in Digital Cookie.
• Booth Pick-Up option

eBudde Update
Leaders will need to preview girls’ orders as parents can now add Parent Initial Order

No new cookie
Nine 2024 Cookie Season Lineup
Cookie Rookie Patch

To earn the Cookie Rookie patch:

- It must be the girl's 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.
2024 Cookie Season Variety Lineup

**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.

**Trefoils®**
- Iconic shortbread cookies inspired by the original Girl Scout recipe
- Approximately 38 cookies per 9 oz. pkg.

**Do-si-do®**
- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats
- Oatmeal sandwich cookies with peanut butter filling
- Approximately 20 cookies per 8 oz. pkg.

**Samoas®**
- Made with Natural Flavors
- Real Cocoa
- Real Coconut
- Crisp cookies with caramel, coconut and dark chocolatey stripes
- Approximately 15 cookies per 7.5 oz. pkg.

**Tagalongs®**
- Made with Natural Flavors
- Real Peanut Butter
- Crispy cookies layered with peanut butter and covered with a chocolatey coating
- Approximately 15 cookies per 6.5 oz. pkg.

**Thin Mints®**
- Made with Vegan Ingredients
- Real Cocoa
- Crisp, chocolatey cookies made with natural oil of peppermint
- Approximately 30 cookies per 9 oz. pkg.

**Girl Scout S’Mores®**
- Made with Natural Flavors
- Real Cocoa
- Graham sandwich cookies with chocolate and marshmallow flavored filling
- Approximately 16 cookies per 8.5 oz. pkg.

**Toffee-tastic®**
- No Artificial Flavors
- Gluten-Free
- Rich, buttery cookies with sweet, crunchy toffee bits
- Approximately 14 cookies per 6.7 oz. pkg.

**Adventurefuls®**
- Made with Natural Flavors
- Real Cocoa
- Indulgent brownie-inspired cookies with caramel flavored crème filling and a hint of sea salt
- Approximately 15 cookies per 6.3 oz. pkg.
Troop Cookie Financials

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Cookie Program Proceeds

Cookie Prices

Core Cookies: $5 per box
  Adventurefuls, Thin Mints, Samoas,
  Trefoils, Tagalongs, Lemon-Ups, Do-Si-Dos

Specialty Cookies: $6 per box
  Girl Scout S’mores and Toffe-Tastic

Note: Some Councils have announced raising the cost per cookie box this 2024 cookie season. We at Tropical Florida decided not to raise the price for this 2024 cookie season. As of right now we have not made any decision for 2025 season.

Troops can possibly earn up to $0.85 - $0.90 per box in Troop proceeds

Base Proceed = $0.70 per box

Team Player Bonus (paid after the program ends) = $0.15 per box

Reward Opt-Out Bonus (J/C/S/A) = $0.05 per box

Important Note!
All Cookie Program proceeds must be reflected in the Troop Bank account
Team Player Bonus

Team Player Bonus = $0.15 per box

Team Player Bonus is $0.15 extra per box and is paid via ACH transfer after the program ends to the troops that qualify for this bonus.

Troops can earn up to $0.85 per box in total proceeds, simply by complying with GSTF Cookie Program guidelines and meeting all Cookie Program deadlines.

Troops that Opt-Out of rewards must meet all deadlines including the rewards submission as the girls get all patches.

It’s as easy as 1-2-3

1. **Are you Cookie Ready?:** Troop Must be Cookie Ready by October 31.
   - Have at least 5 registered girls and 2 registered, unrelated, and background-checked adult co-leaders.
   - Must have submitted the 2023 Finance Report and bank at Truist.
   - Complete 2024 Cookie Program Training.

2. **Positive Payments:** Ensure Troop bank account has sufficient funds prior to all ACH withdrawal dates and have no outstanding balance after final payments.

3. **Time is Money!:** Meet All Published Program Deadlines; to include Initial Order Submission, Submitting Rewards, and Final Close Out in eBudde. **Troops that Opt-Out of rewards must meet these deadlines including the rewards submission as the girls get all patches.**
Rewards Opt-Out

• Form Due: **December 8**, No Exceptions!

• Opt-out form must be approved by *all* girls

• Junior, Cadette, Senior & Ambassadors Troops **ONLY**

• Multi-level Troops with Daisies or Brownies are *not* eligible

• Request the form from Customer Care via email:
  • customercare@girlscoutsfl.org or locate on the GSTF website.

• If unable to get physical girl signatures on the form, we will accept email approvals from each girl, along with the completed form from the Troop Leader.
Troop Treasure Bonus

Troop Treasure is redeemed as Cookie Bucks or Digital Dough for Troops

**Cookie Bucks** can be used for GSTF hosted programs and membership. *Excludes partner programs.*

**Digital Dough** can be used for purchases on GSUSA shop website *ONLY.*

2024 Cookie Bucks and Digital Dough expiration date is 3/31/2025.

<table>
<thead>
<tr>
<th>Number of Selling Girls in a Troop with PGA of 350+</th>
<th>Troop Treasure Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 – 5 Girls</td>
<td>$75</td>
</tr>
<tr>
<td>6 – 10 Girls</td>
<td>$100</td>
</tr>
<tr>
<td>11 – 20 Girls</td>
<td>$150</td>
</tr>
<tr>
<td>21+ Girls</td>
<td>$200</td>
</tr>
</tbody>
</table>
## Cookie Program ACH Schedule

<table>
<thead>
<tr>
<th>Payment Date</th>
<th>Amount of Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, January 30</td>
<td>25% of Amount Owed to Council</td>
</tr>
<tr>
<td>Tuesday, February 13</td>
<td>50% of Amount Owed to Council</td>
</tr>
<tr>
<td>Tuesday, March 6</td>
<td>100% of Amount Owed to Council</td>
</tr>
</tbody>
</table>
Hometown Heroes

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Hometown Heroes

The Hometown Heroes donation program is a great way to sell additional boxes to customers who may not want to buy cookies for themselves, but still want to support Girl Scouts.

Encourage girls to tell every customer how they can donate to our local Hometown Heroes!

How does it work?

• Girls ask customers to donate cookies to the Hometown Heroes program
• Collect the funds and turn in the money to the Troop Cookie Manager
• Troop Cookie Manager allocates the appropriate number of boxes in eBudde on the Girl Orders tab

Have Fun! Decorate donation collection jars and share with customers what heroes you plan to donate to.

Important Notes to Remind Troop Leaders!

• Any donations received must be marked for Hometown Heroes in eBudde.
• Donated cookies boxes are NOT deducted from troop or girl inventory.
Hometown Heroes

Troops will have an opportunity to deliver Hometown Hero cookies to our local Heroes.

• Troop Leader must complete the HTH Form at the end of the cookie season.
• Troops will be given the amount of HTH cookies the troop collected.
• HTH Cookies are to donate to the local Police, Firefighters, Healthcare workers, Military, etc.
• **DO NOT** sell these cookies.
• HTH cookies will *tentatively* be distributed to Troops the week of March 18th – 22nd.
• **ONLY** Troops with the confirmation email from the Cookie Team will be given HTH.
Cookie Booths

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Types of Cookie Booths
Check Out Pages 19-21 in the Troop Cookie Manual for More Cookie Booth Information

• **Tropical Florida Booths**
  • Includes Publix, Winn-Dixie, and Milam’s
  • Sign-up in eBudde starting December 9

• **Community Booths**
  • Community Cookie Coordinator contacts merchants and secures booth availability
  • Offered first to Troops in the Community
  • Community Cookie Coordinator submits booth availability details to be uploaded in eBudde by Council

• **Private Booths or “Lemonade Stands”**
  • Location must be secured by Troop
  • Not listed in eBudde or Cookie Finder, unless Troop Cookie Manager submits a Troop Booth request in eBudde
Cookie Booths

Check Out Pages 19-21 in the Troop Cookie Manual for More Cookie Booth Information

### Tropical Florida Cookie Booth Reservations

<table>
<thead>
<tr>
<th>Week 1 – Troops sign up within own Community Zip Codes only</th>
<th>Troops less than 12 girls</th>
<th>Troops 12+ girls</th>
<th>Troops 28+ girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 9 - 16</td>
<td>4 per day</td>
<td>8 per day</td>
<td>15 per day</td>
</tr>
<tr>
<td>Total Week 1</td>
<td>28</td>
<td>56</td>
<td>105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 2 – Per day limits apply, but no geographic restrictions within Council</th>
<th>Troops less than 12 girls</th>
<th>Troops 12+ girls</th>
<th>Troops 28+ girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 17 – 23</td>
<td>4 per day</td>
<td>8 per day</td>
<td>15 per day</td>
</tr>
<tr>
<td>Cumulative Total</td>
<td>56</td>
<td>112</td>
<td>210</td>
</tr>
</tbody>
</table>

**Rules to select booths remain the same.**
2024 Cookie Booth Guidelines

• It is recommended that two (2) adults and two (2) girls be present at all cookie booths. Please avoid more than two adults and four girls at cookie booths.

• *Please be sure to cancel cookie booth reservations in a timely manner, preferably at least 12 hours in advance. No shows may be subject to penalties.*

• Encourage contactless payment through the use of debit/credit cards on the Digital Cookie mobile app.

• Girl Scouts are guests at business locations. Respect that privilege with appropriate behavior.

• Only sell Girl Scout cookies. 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.

• Continue the frequent use of hand sanitizer and hand washing.
Cookie Booth Etiquette

• Show up for booths or cancel ahead of time
  • Please cancel booths in a timely manner. *This was the main complaint we received last season!*

• Girl Scouts are guests at business locations. Respect that privilege with appropriate behavior. Girls and adults should act professionally—this is the girls’ cookie business.

• *Safety first!* Girls should never give out their full name, address, or phone number.

• Please print and bring your booth confirmation or be prepared to show it on a mobile device.

• Never leave trash!

• If store management asks a Troop to leave, please do so immediately and then contact Council staff to sort out the misunderstanding.

• Troops are not competing teams. We are all Girl Scouts of Tropical Florida! Please “be a sister to every Girl Scout.”
Cookie Booth Signup
Cookie Booth Sign-up opens on December 9th
2024 Cookie Delivery Guidelines

• Contact the customer ahead of time to confirm the delivery location and time.

• It is recommended for girls to always have adult supervision while delivering cookies.

• If cookies have not been paid for by the time of delivery/drop-off, encourage the customer to pay over the phone ahead of time, or collect money in an envelope.

• Bring hand sanitizer or sanitizing wipes to use before and after delivery/drop-off.

• Find a special way to say thank you! Encourage girls to include handwritten thank you notes to customers.

• **TIP!** Leave contact information for the customer to easily reorder cookies. *Note: Only provide adult-supervised contact information.*
Digital Cookie
Also known as DOC, DC or DC24
Digital Cookie Registration

- Volunteers and Parents will receive the Registration Email *(They need to be opt-in to receive emails)*
- The email is used to complete the registration
- Then they will set up the troop/girl's profile
- Digital Cookie Opens *tentatively* on Dec 2nd
Online Program 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 or guardians.

• 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, the Digital Cookie Pledge, the Supplemental Safety Tips for Online Marketing, and Girl Scouts Safety Activity Checkpoints for Computer Internet Use and Cookie and Product Sales (with the exception that they may share beyond friends and family).

• Girls should remove their last name when using social media site to protect their identity.

• GSUSA reserves the right to remove or disable links for any reasons including violation of guidance.

• Parents, girls, and volunteers should contact and collaborate with their Council in advance on any national and local news media opportunities.
Digital Cookie Purchase Options

1. Direct Shipping  (Ships Directly from Bakery)
   - 4 to 8 Packages = $12.99
   - 9 to 12 Packages = $14.99

2. Hometown Heroes Donation

3. Girl Delivery  (also known as In-Person Delivery)

4. In-Hand Purchases
   - Credit card payment for customers
   - Note: GSTF only supports Digital Cookie payment transactions (not Venmo, Square, Zelle, etc).

5. NEW! Pick-Up at Booth
   - Customers will have the option to select to pick up at a Troop booth
   - Leader will select the Cookie Booth for pick-up
What is Girl Delivery?

Girl Delivery *(also known as In-Person Delivery)* allows a customer’s order to be personally delivered/dropped-off by a Girl Scout.

When a customer selects the Girl Delivery option, that selection must first be approved by a parent or guardian.

Parental approval may be based on cookie inventory, distance, capacity to deliver to the requested address in a timely manner, and whether the customer is a friend or family member (someone known and trusted).

*Parents have 5 days to approve a Girl Delivery order.*
When a parent is determining whether to approve or decline an order, consider the following -

1. Is the customer a known and trusted individual?
2. Are you willing and able to get the cookies to the customer’s location?
AND
3. Do you have, or will you have, the inventory available?

**If yes,** “Approve Order.”

**If you are unable or unwilling** to fulfill the customer’s order, click “Decline Order” and the order will default to whatever second option the customer has selected: “Cancel” or “Donate.”
Digital Cookie Enhancements
NEW! Pick-Up at Booth

Customers will have the option to select to pick-up the order at a booth if this has been set up by the Volunteer.

- Troop will need to sign-up for booth in eBudde.
- In Digital Cookie, volunteer will select the booth they want to use as pick-up booth.
- If booth is cancelled in eBudde, the volunteer will need to communicate with any customer that selected the booth to pick-up.
NEW! Pick-Up at Booth

Troops now have the option for a customer to pick up their order at a Cookie Booth. Troops will need to select a Cookie Booth in eBudde before being able to set up this option in Digital Cookie.

- From the Troop profile in Digital Cookie Select the Virtual Booths Tab
- Click on “Add pick up option”
- Enter a few details about pick up location
- Customer will see the option and search for the nearest location
- Orders that have been approved to pick up at booth will show in My Troop Order Tab
NEW! Parent Initial Order
Welcome, ejeel!

Digital Cookie can help boost your sales, sharpen your entrepreneurial skills, and power unique adventures for you and your troop year-round!

You don’t have any new cheers.
But you can still inspire your troop members! Send a Cheer

My Sales Goal: 50 packages
Packages Sold: 24
Packages to Sell: 26

My Cookie Site: Open for Business

nnoeCe's cookie site url:
https://DigitalCookie.GirlScouts.org/scout/nnoece0000

Orders to Deliver In Person
Approve for delivery: 0 Order(s)
Orders to deliver: 0 Order(s)

COOKIES SALES PROGRESS

0 packages credited by troop volunteer

Our goal: coming soon
# Digital Cookie Emails

## Girl Triggered Customer Marketing Emails

<table>
<thead>
<tr>
<th>Email</th>
<th>Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open for Business</td>
<td>Girl Scout can trigger to customer</td>
</tr>
<tr>
<td>There's still time</td>
<td>Girl Scout can trigger to customer</td>
</tr>
<tr>
<td>Thank You</td>
<td>Girl Scout can trigger to customer, even if they did not make a purchase on her site</td>
</tr>
<tr>
<td>Share my site</td>
<td>Sent when “share my site” in mobile app is used</td>
</tr>
<tr>
<td>Shipping Promotion</td>
<td>Replaces the “Open for Business” email during the time the council has a Shipping Promotion in place</td>
</tr>
</tbody>
</table>

## Emails sent to customers related to Donated and Cookies in Hand Orders

<table>
<thead>
<tr>
<th>Email</th>
<th>Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Confirmation</td>
<td>After customer places order. (Two versions for Cookies in Hand, one reflects Cookies in Hand + Donation)</td>
</tr>
</tbody>
</table>

## Emails sent to customers related to Girl Delivery Orders

<table>
<thead>
<tr>
<th>Email</th>
<th>Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Confirmation</td>
<td>After customer places order. Notes caregiver needs to approve the order still.</td>
</tr>
<tr>
<td>Order Approved</td>
<td>Caregiver approves order. Includes when to expect order to be delivered based on council fulfllment date.</td>
</tr>
<tr>
<td>Order Delivered</td>
<td>Caregiver/Girl marks order as delivered</td>
</tr>
<tr>
<td>Order Cancelled</td>
<td>Caregiver declining order and customer second choice was canceled. Includes option to purchase a shipped order from the Girl Scout.</td>
</tr>
<tr>
<td>Alternate Delivery</td>
<td>Caregiver declining order and customer second choice was donation so order converted.</td>
</tr>
</tbody>
</table>

## Emails sent to customers related to Shipped Orders

<table>
<thead>
<tr>
<th>Email</th>
<th>Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Confirmation</td>
<td>After customer places order. Two versions, one for Shipped order, one for Shipped + Donation order.</td>
</tr>
<tr>
<td>Order Shipped</td>
<td>When order ships and has a tracking number</td>
</tr>
<tr>
<td>Shipping Delay</td>
<td>4 days (93 hours) after order is placed if order has not shipped</td>
</tr>
<tr>
<td>Shipping Delay 2</td>
<td>Every 4 days/ 93 hours after shipping delay 1 email until order ships</td>
</tr>
</tbody>
</table>

## Emails sent to customers related to Booth Pickup Orders

<table>
<thead>
<tr>
<th>Email</th>
<th>Trigger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Confirmation</td>
<td>After customer places order. Notes Troop needs to approve the order still.</td>
</tr>
<tr>
<td>Order Approved</td>
<td>Troop approves order. Includes reminder of when to pickup order.</td>
</tr>
<tr>
<td>Order Delivered</td>
<td>Troop marks order as picked up.</td>
</tr>
<tr>
<td>Order Cancelled</td>
<td>Troop declines order. Includes option to purchase a shipped order from the Troop.</td>
</tr>
</tbody>
</table>
eBudde access will begin November 17th

What to do first in eBudde:

1. Review and agree to the Volunteer Responsibility Agreement Form.
2. Review the Settings tab.
3. Review the Contacts tab to designate Troop Cookie Chairs and Cookie Pick Up Users.
4. Review the Girls tab to be sure all girls in your Troop are listed.
eBudde Overview

Dashboard

Settings

Contacts

Girls

Little Brownie Bakers®

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Parents can add an Initial Order in Digital Cookie. Volunteers need to approve, modify or cancel these orders.

- Parent Initial Order is not mandatory
- Volunteers have the option to only accept the order cards Initial Order
- Volunteers will need to review each girl Initial Order, modify if needed, and save
- Before submitting the Troop’s Initial Order, all girls’ orders need to be reviewed and saved.

**What is NEW in eBudde**
What is NEW in eBudde

• Each girl order will need to be reviewed before submitting the Initial Order.

• There will be a message next to each girl’s name and once saved it will update to “saved”

• Each girl will have three rows on the page.
  ➢ One is the order card row, which is the parent Initial Order from DOC or the Initial Order entered by the volunteer
  ➢ The next row is the DOC Girl Del row which is not editable
  ➢ Total order

• If the volunteer modifies the parent Initial Order, the original numbers will remain listed
Pre-Orders and Initial Order

Troop Initial Order Due at 11:59pm on December 11th

Girls use their Order Card during the Pre-Order phase to secure promises to buy cookies in January.

Troops should order 2 weeks of cookie booth cookies

Troop Initial Order = Girl Pre-Orders + Troop’s 2 Weeks of Booth Cookies

How Are Initial Orders Placed?

1. Collect Order Cards from Girls or have the parents add the initial order from Digital Cookie. Girl Delivery Orders are Automatically Captured.
2. Enter/review, modify and save orders for each girl.
3. Review and submit Cookie Order in eBudde.
4. Select Cookie Pick-Up Day location and time. After submitted no changes will be allowed.
5. Submit Girl and Troop Initial Order Rewards, if applicable.

Join us for our December 7th Cookie Chat!
Council staff cannot place the order with Little Brownie Baker until all Troops submit their order – so we need your help!

Prior to submitting the Troop’s Initial Order, there are a few things to look out for:

1. Does the order make sense? Troops order in boxes, but pick-up in cases so that has been known to confuse leaders. eBudde will do the math for you.

2. If any rewards appear in red, a selection is needed to submit rewards.

3. Did you select a delivery slot?
Cookie Pick-Up Day
Pick-Up day is January 13th

Miami-Dade County Troops
• Prime Logistics
• Homestead location TBD
• Home Delivery – Troops that order 500+ cases for Initial Order

Monroe County Troops
• Delivery schedule released in January

More details to come the 1st week of January.

Join us on our January 11th Cookie Chat!

How many cases can your vehicle carry?
Tips for a Smooth Cookie Pick-Up Day

- Take 2 adults – please no children or pets
  1. One adult will drive through the pick-up stations
  2. One adult will exit the vehicle to count and supervise the loading
- Arrive at your scheduled time
- Make sure you have enough vehicles to load your order. All vehicles must arrive at the same time.
- Check-in with the staff member at the designated area. At check in you will receive a “bubble” sheet with your order information and any rewards the Troop earned.
- Follow the instructions to get to the loading station.
- Once at the loading station, a staff member will greet you and will explain the process to count and load the Troop’s order.
- Count the cases before and during the loading process. If you have any doubts, please ask the staff and volunteers to stop and recount.
- Make sure you check out after the cookie loading. A staff member will be waiting to complete the cookie pick-up process at the check out station.

No shows’ orders will be cancelled and forfeit any rewards associated with the Initial Order.
Girls Cookie Pick-Up

- Troops should distribute cookies as soon as possible after Cookie Pick-Up Day!

- Girls should deliver cookies to customers promptly – the goal is within the first 2 weeks of receiving cookies.

- *No Family Responsibility Form = No Cookies!*

- **Use the receipt book for every transaction.**

- Collect girl cookie money regularly and make frequent deposits to the Troop bank account.

- Use eBudde as a tracking tool to log cookie distribution and payments.
Cookie Cupboards
Cookie Cupboards open on January 18th

Cupboards are locations where Troops can re-stock their inventory for cookie booths and supply girls with more boxes to meet their goal!

All cookie pickups during the season require placing a pending order in advance.

GSTF Service Center
11347 SW 160th Street
Miami, FL 33157
Day: Every Thursday
Time: 2 to 6pm

O-Gee Paint
2855 SW 69th Court
Miami, FL 33155
Schedule: Pending

Miami Lakes
Address: Pending
Day: Every Wednesday
Time: 5 to 7:30 pm

Keys Mobile Cupboard
Council will contact Keys Troops with more details
Re-Ordering and Allocating Cookies
Once Cookie Cupboards open, Troops will be able to re-stock cookies.

- In eBudde go to the Transaction tab.
- Click +Add
- Select the location, date and time.
- Add the number of cases needed by flavor. (Do not use the package section)
- Click Save
- Volunteer will receive the email confirmation.
Allocating Cookies

Girl Delivery Orders **BEFORE** Submitting the Troop Initial Order:

Credit for **both** boxes and payments are automatically transferred to eBudde as part of the Troop’s Initial Order.

Girl Delivery Orders **AFTER** Submitting the Troop Initial Order:

- Only payments are automatically transferred to eBudde.
- To fulfill the cookie order, cookies will either be supplied to the girl/parent from the Troop’s inventory or the Girl Scouts own inventory (i.e., if she already checked out a few extra cases for additional sales).
- If taken from the Troop’s inventory, the cookie boxes will need to be manually allocated in eBudde on the Girl Orders tab.
Allocating Cookies

• Give girls credit for EVERY BOX SOLD...Initial Order, Booths, Digital Cookie, Hometown Heroes, and personal extras!

• Girl rewards are based on cookies being allocated in eBudde, so it’s critical that all cookies sold are assigned to individual girls before the program is closed – including Troop Link cookies.

• Tip! It is more manageable to allocate regularly throughout the program – do not wait until the end!

• Allocate all boxes and submit final reward selections by 11:59pm on March 3rd.
Closing Out the Cookie Program

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Closing Out the Cookie Program

eBudde closes for Troops on March 3rd at 11:59pm

- Collect all girl money owed to the Troop by February 23 – or an earlier date you prefer
- Review the Sales Report Tab
- Review the Transactions Tab
- Prepare for ACH #3 on March 6th
- Allocate all cookies and record all payments in eBudde
- Confirm final rewards and submit rewards in eBudde, including the honor system patches (*Troops that opt-out need to submit, as girls receive patches*):
  - Booth participation patch (attend 5 cookie booths)
  - Volunteer patch (2 per Troop)
- Print a copy of your Sales Report for your records
- **CELEBRATE THE SUCCESS OF 2024 COOKIE PROGRAM!**

Troop 1239 – 2023 Cookie Program Top HTH Troop
**Cookie Program Rewards**

**NEW Expiration date for Cookie Bucks and Digital Dough. Both expire on March 31, 2025.**
Cookie U

Date: Sunday, December 3
Location: University of Miami
To Register visit Girl Scout of Tropical Florida Event Calander

Troop 147 – 2023 Cookie Program Top Selling Troop
Next Steps

1. Take a deep breath! We have shared a lot of information!

2. Make sure your Troop is Cookie Ready!


4. Login to eBudde and Digital Cookie when you receive the welcome emails in mid/late November.

5. Know where to find help – you are not alone!
   - Troop Cookie Manager Manual
   - GSTF website
   - Cookie Chats
   - Community Cookie Coordinator
   - GSTF Cookie Team
To a Magical & Successful 2024 Cookie Program!
THANK YOU!
Questions?
Contact Tropical Florida Cookie Team

Jessica Rosado & Beatriz Blaya-Manzo

Email: customercare@girlscoutsfl.org

Phone: 305-253-4841