



2023 Cookie Program

# Troop Guide

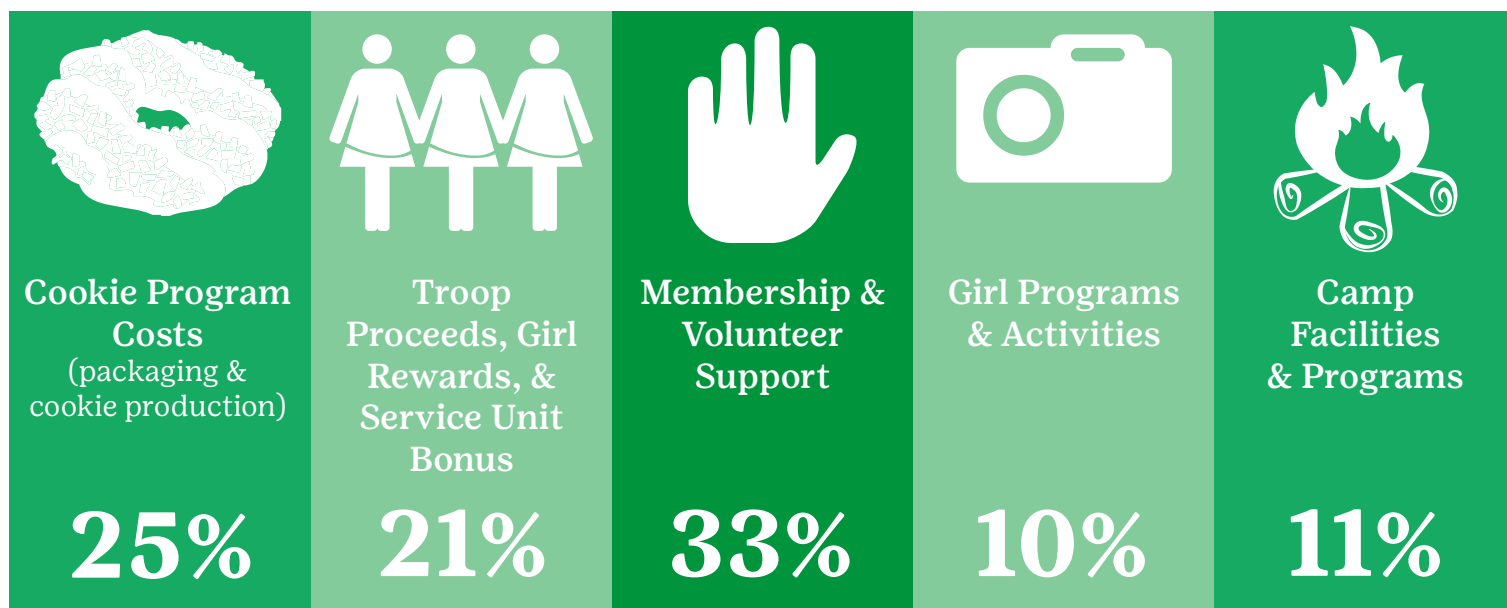


# Why Should Troops Participate in the Cookie Program?

Because all of the proceeds—every penny—generated from cookie activities stay in our Council to support Girl Scouting in your area!

## How the Cookie Crumbles

Here's how girls and the community benefit from every package of cookies purchased during the Cookie Program.



Troops Earn Proceeds Per Box		
Number of boxes per participating girl (The total number of boxes divided by the number of participating girls in the Troop):	With Recognitions: Daisy through Ambassador (Girls receive individual recognitions AND the Troop Proceeds stated below):	Recognition OPT-OUT: Juniors through Ambassadors ONLY (Troop unanimously votes to take extra Troop Proceeds and receives NO recognitions. Must check Opt-Out in eBudde by January 31 to opt out):
Up to 111 boxes	85¢	90¢
112 - 167 boxes	90¢	95¢
168+ boxes	95¢	\$1.00

Cookies are \$5/box, except Toffee-tastic & S'mores, which are \$6/box

# Important Dates



December 21	Girl Scouts with 2023 memberships are added to Digital Cookie
January 2	Virtual, staff-lead troop cookie manager training, 7–9 p.m.
January 3	Initial Order period begins
January 29	Initial Order period ends
January 31	Troop Initial Rewards due Opt out of rewards due ACH / Bank Information Due Troops locked out of eBudde at 11:59 p.m.
February 3	ACH \$1 Ping
February 5	Goal Getter period begins
February 18–26	Troops pick up initial orders at TBD Mega Drops
February 17	Cookie Booths begin
February 27	Direct shipping and Raspberry Rally available in Digital Cookie
March 3	Half of proceeds earned from Initial Order (Digital Cookie) will be deposited into bank account
March 3–5	Girl Scout Cookie Weekend
March 12–18	Walkabout Week
April 17	Troop Final Rewards due Troops locked out of eBudde at 11:59 p.m.
April 27	Final ACH transaction

## Just In Time Trainings

(12–1 p.m. and 7–8 p.m.)

January 4	March 8
January 25	March 29
February 8	April 12

## New Leader Support

(7–8:30 p.m.)

January 23	March 27
February 13	April 10
March 6	

Register for these trainings on Rallyhood.

## Participating in Cookies is Easy!

1. Attend a Service Unit training
2. Submit troop online financial responsibility form
3. Log in to eBudde
4. Update troop contact info
5. Train families
6. Get ready in eBudde: add your bank routing and account numbers (ACH), as well as reward opt-outs, if eligible.

For help with eBudde password contact [productprograms@gshnj.org](mailto:productprograms@gshnj.org) with the subject line “eBudde password.”

### 7. **Take orders!**

8. Enter initial order
9. Distribute cookies
10. Host a cookie booth and participate in goal getters
11. Finalize eBudde and hand in paperwork
12. Distribute rewards

### Questions? Cookie Program Resources:

Council Product Programs Team  
[productprograms@gshnj.org](mailto:productprograms@gshnj.org) • 908-518-4400

### Online Resources

GSHNJ website: [gshnj.org](http://gshnj.org) • GSHNJ Rallyhood: [rallyhood.com/108134](http://rallyhood.com/108134) • Girl Scout Cookie info: [girlscoutcookies.org](http://girlscoutcookies.org)



Scan to join our  
Cookie Program Rally!

## What's New for 2023?

**Welcome the newest cookie! Ready, Set, Rally! Raspberry Rally™ is the newest addition to the Girl Scout Cookie lineup.** Say hello to a thin, crispy cookie infused with raspberry flavor and dipped in a delicious chocolaty coating. This limited supply cookie is exclusively sold online through Digital Cookie for direct shipping only beginning February 27, 2023.



**eBudde and Digital Cookie® Enhancements.** Thanks to functionality upgrades eBudde will look a little different this year. Mini trainings on each phase of the program will be posted in gsLearn in early January.

## Cookie Program Terminology

**ACH Transaction:** ACH stands for Automated Clearing House. This is when troop funds are electronically debited/credited to a troop account to cover payments for products ordered and received.

**Cookie Booths:** Pre-approved businesses where customers can purchase cookies directly from Girl Scouts who are accompanied by an adult.

**Booth Sites:** The section in eBudde used by troops to schedule cookie booths in their service unit area.

**Cookie Cupboards:** Locations where troops pick up their cookies.

**Cupboard Orders:** This is used to supply troops with additional cookies needed after the initial order period.

**Digital Cookie:** Also referred to as 'DOC' (digital order card). This is Girl Scouts' online storefront used for girls to participate in the cookie program. Customers can choose to have cookies delivered to their doorstep, donated to Operation Jersey Cares, or have them delivered in-person at the consent of the Girl Scout's caregiver.

**Initial Order:** The first orders a troop places for cookies that will be personally delivered to customers.

**Goal Getter:** This is the period after the initial order where Girl Scouts continue reaching for their goals through individual order taking and cookie booths. Cookies for personal delivery or booths must be picked up at cupboards. Direct delivery through Digital Cookie is available beginning February 27.

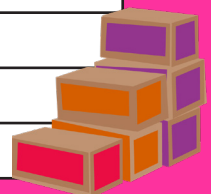
**eBudde:** Website provided by Little Brownie Bakers where troop and service unit cookie managers manage cookie orders, rewards, and finances.

**Service Unit Cookie Manager:** Also referred to as "SUCM." This is the point person overseeing all troops in your service unit for all things cookie related, such as initial order deliveries, rewards and cookie booth locations.

## Cookies by the Carload

Each troop should bring someone to count cases during the Mega Drop

<i>How many cases will each vehicle hold?</i>			
Type of Vehicle	# of cases	Type of Vehicle	# of cases
Compact	23	Station Wagon	75
Hatchback	25-30	Pickup Truck	100
Mid-size Sedan	35	Cargo Van (with seats)	150
SUV or Minivan	60	Cargo Van (no seats)	200



# Cookie Calendars

## January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Council-run troop training (virtual) 7-9 p.m.	3 Digital Cookie and initial paper ordering begins	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29 Initial order period ENDS	30	31 Troops locked out for initial order; ACH info and opt-outs due in eBudde				

## February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 ACH ping (\$1)	4
5 Goal Getters Start	6	7	8	9	10	11
12	13	14	15	16	17 Cookie Booths Start	18 ←
19	20	21	22	23	24	25
_____ Mega	Drops _____	(Troop Cookie	Pick-ups) _____			
26 →	27	28				

# March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Half of initial order proceeds deposited to troops (ACH)	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
← Walkabout Week →						
19	20	21	22	23	24	25
26	27	28	29	30	31	

# April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16 Cookie Booths and Goal Getters End	17 Troop lock out final rewards	18	19	20	21 Cookie Cupboards End	22
23 30	24	25	26	27 Final ACH pull	28	29

# Cookie Program Need-to-Knows

## Getting Ready

- ▶ Be eBudde ready (weekly girl uploads on Wednesdays).
  - Check roster (“Girls” tab in eBudde).
  - If a girl isn’t listed, send her registration confirmation from MyGS to your SUM/SU Registrar.
  - Verify in MyGS that she has a 2023 membership in your troop. Email [info@gshnj.org](mailto:info@gshnj.org) with “GS Registration - Cookies” in the subject line for assistance.
  - She will appear in the following week’s upload.
- ▶ Update ACH information by January 31. Check that caregiver info is correct.
  - In eBudde, click “Settings” > “Edit Settings.”
  - Enter bank name, routing number, and account number into the appropriate fields.
  - Once finished, scroll to the bottom and hit “Update.”

**Note:** If you’ve submitted this for the Fall Product Program, it will already be in the system.
- ▶ Verify contact info in the Settings tab.
- ▶ Junior, Cadette, Senior, and Ambassador troops ONLY: decide by January 31<sup>st</sup> if you’ll opt-out of recognitions.
  - To opt-out: Settings tab > Edit Settings > check the box next to opt-out of rewards for additional proceeds > click “Update”)
- ▶ Train and distribute materials to your participating Girl Scouts & caregivers.
  - 1 money envelope and order card to participating families
  - 1 Family Guide/girl (available online on our website—click the “Cookies” tab—and on [Rallyhood](#)).
  - Make sure annual permission slip is submitted prior to girl participating.
- ▶ Be Digital Cookie ready: the sooner you’re ready, the bigger the participation window you have.
  - Log into Digital Cookie. All your girls in eBudde should be in Digital Cookie already.
- Look at the dashboard page and see which girls have and have not set up their pages.
- Set up your Troop Digital Cookie page
- Strongly recommend that all digital orders for the initial rewards be entered by January 26. For digital orders to be part of initial rewards, a parent must accept the order **and** the credit card processing needs to clear payment (approx. 3 days).

## Taking & Placing Orders

- ▶ You may want to encourage cookie sellers to implement a phased sales approach. For example:
  - **Before** February 27, girls may wish to contact their local friends, family, and customers for girl-delivered orders.
  - **After** February 27, girls may wish to target market non-local customers requiring direct shipped cookies.
- ▶ Initial order taking period is January 3–29
- ▶ Use the digital order card for local, personal delivery January 3–April 16; use the digital order card for long-distance, direct ship delivery beginning February 27
- ▶ Collect paper orders from troop members January 28–30
- ▶ Orders DUE in eBudde by 11:59 p.m. on January 31
  - Log in to eBudde. Click “Initial Order” tab > enter in each girl’s order > “Save.”
  - Double check entire order, total, and extras before hitting “Submit.”

## Picking Up Your Cookies

- ▶ You will schedule a cookie pick up from a Mega Drop location when submitting your Initial Order.
- ▶ Print and bring your bubble sheet and a counter. Be on time for your delivery pick-up.
  - You will need one counter per troop to walk alongside the car during the mega drop to count cases.
- ▶ Sign bubble sheet.
  - You are responsible for all cookies you have signed for! **Do not accept damaged cookies.**
- ▶ Sort cookies, then distribute to girls.
  - Have parents count and sign for all cookies picked up.
    - Troop is responsible for all cookies ordered. There are no returns or exchanges for **any** cookies ordered.
- ▶ Submit initial recognitions.
  - Click “Rewards” tab > “Initial” > “Fill Out.” Confirm numbers > click “Submit.”



## Cookie Booths

- ▶ Why have a cookie booth?
    - Girls learn to work collaboratively.
    - Cookie booths help troops and girls individually reach their goals.
    - Girls can reach a large number of customers in a short period of time.
  - ▶ Using eBudde to request a cookie booth:
    - In eBudde click the “Booth Sales” tab. > Click “My Sales” button at the right of the page. > Click “Add Location” in the box on the left. > Enter all cookie booth information requested in the box on the right, then click “Add.”
  - ▶ Council-sponsored cookie booth locations, dates, and process for sign ups will be sent out in a weekly Cookie Connection email prior to the start of cookie booths.
- Note:** Wait for your cookie booth request to be approved in eBudde **before** ordering cookies for a booth.
- ▶ Cookie booth approval process:
    - SUCM—or SUBSC, if you have one—coordinates the cookie booths for troops in your service unit.
    - Requests are approved on a first-come, first-served basis using eBudde.
    - Two troops cannot have a cookie booth on the same date/time/location.
    - Troops receive priority within their service unit.
    - If a troop wants to hold a cookie booth outside of their service unit, they must contact their SUCM/SUBSC who will contact the SUCM/SUBSC in the service unit in which they want to have the booth; council can provide SUCM/SUBSC’s with contact info.

**Note:** You **must** use eBudde for your cookie booths.

## Finalize Troop Orders in eBudde

- ▶ Assign cookies to girls.
  - Click “Girl Order” tab.
  - View amount of cookies to be assigned in “difference” row.
  - Click on the girl’s name > click “Add Trans.”
  - Add in number of boxes the girl sold via “Booth” or “Other” tab > click “Save.” If the boxes are Toffee-Tastic or S’mores they should go under “Spec Booth” or “Spec Other.”
  - Repeat for each girl until the “difference” row reads zero.
- ▶ Recognitions
  - Click the “Rewards” tab in eBudde.
  - Select “Final Rewards Order”
  - Confirm final recognitions look correct; select recognition choice where applicable; click “Submit.”

**Note:** Please remember, final ACH transaction is April 27. It is highly recommended that you deposit all checks in bank account at least five business days, and all other monies at least two business days, prior to ACH pull to ensure they clear.

## Quantity Recommendations for Cookie Booths (12 packages = 1 case)

Cookie Booth Length (in hrs.)	Suggested # of Packages								
	Lemon-Ups	Trefoils	Do Si Dos	Samoas	Tagalongs	Thin Mints	S’mores	Adventurefuls	Toffee-Tastic (optional)
2	12	12	12	24	24	24	12	12	12
3	12	24	12	24	24	48	12	24	12
4	12	24	24	36	24	48	24	24	12
5	12	24	24	36	36	48	24	24	12
6–8	12	36	36	48	36	72	36	36	12



# Digital Cookie

**January 3–29:** Digital Cookie available for girl delivery only. Cookies will be included in the initial order during a mega drop. **February 5–April 16:** Digital Cookie available for girl delivery. Digital Cookie orders received during this time can be fulfilled with extras the troop has on hand, or from a cookie cupboard. **February 27–April 16:** Direct ship delivery and Raspberry Rally becomes available on Digital Cookie.

Parents will receive an email—starting in late December—welcoming them to the Digital Cookie site. Parents will follow the guidelines and set up their Girl Scout's storefront. From there, they (with their caregiver's help!) will be able to create a custom website featuring their goals, updates on their achievements, and even a picture or video of themselves. Girl Scouts earn the DOC Charm patch and charm for reaching 50 boxes, a dolphin punch craft kit and charm for reaching 80 boxes, and a dry pouch and charm for reaching 130 packages online!

- Girl delivery: Girl Scouts can send emails locally and have customers opt for girl delivery during the entire order period—avoiding shipping charges! Orders approved after the initial order period must be picked up in cupboards or filled with troop extras.
- Shipping: Beginning February 27<sup>th</sup> customers can select direct shipping. Customers pay for shipping—shipping starts at \$12.99. This cost is comparable when shipping from NJ to another state.
- Girl Scouts may accept in-person credit card payments via the Digital Cookie mobile app.
- DOC 'Girl Delivery' orders will automatically populate directly into eBudde under the Initial Order tab. No more manual entry! Orders received after initial order period must be manually added to girl orders tab.
- All non-Digital Cookie packages sold and payments carry over from eBudde so girls and parents can see where a girl is towards their overall goal and how much they still owe in troop payments.

## Events & Programs

### Cookie Activities & Badges

The Girl Scout Cookie Program is led by girls, but volunteers play an invaluable role in getting all the right tools in place. We've got a complete toolkit with resources to help you support Girl Scout Cookie entrepreneurs on their pathway to success. Find activity sheets for in-person or virtual rallies, plus download graphics for social media posts and signs, and explore more cookie-themed activities from Little Brownie Bakers and GSUSA at [www.gshnj.org](http://www.gshnj.org) > Cookies > For Volunteers.

### Walkabout Week • March 12–18

Decorate something that moves and participate in our annual Walkabout Week! From March 12–18, decorate your car, wagon, bike, etc., and—with cookies in tow—go door-to-door around your neighborhood. Post a picture on the GSHNJ Facebook page (@gsheartofnj), tag us on Instagram, or share a photo on Rallyhood during your walkabout! Walkabout Week patches available for order.




















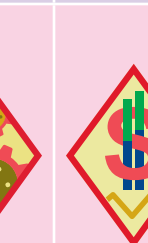





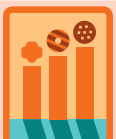










**Join us on Rallyhood to stay up to date on all things cookies!** Find the cookie rally at [rallyhood.com/108134](http://rallyhood.com/108134) or scan the QR code



*Scan to join our  
Cookie Program Rally!*

# Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your 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

# Final Paperwork To Do List

SU # \_\_\_\_\_

Troop # \_\_\_\_\_

Troop Leader \_\_\_\_\_

Phone Number \_\_\_\_\_

Troop Cookie Manager \_\_\_\_\_

Phone Number \_\_\_\_\_

- ☒ Unpaid Funds form submitted for delinquent parent payments (if needed, must be submitted with all required documentation by April 20 to Council)
- ☒ In eBudde, check that all cookies have been assigned to the girls for credit
- ☒ In eBudde, make sure all cookie recognition options are selected for girls
- ☒ Email [productprograms@gshnj.org](mailto:productprograms@gshnj.org) with One Tough Cookie form by April 20 (if applicable)

# of boxes delivered \_\_\_\_\_ date delivered \_\_\_\_\_

## What is the unpaid funds policy?

Created for caregivers who may be delinquent on payments to troops. This allows the troop to escalate collection responsibility, if submitted by April 20. Troops whose ACH transactions fail are also subject to the unpaid funds policy.

## Process for Troops and Parents

- Week 1 of unpaid funds: Email to parent or troop leaders to remit payment.
- Week 2 of unpaid funds: Call to parent or troop leaders to remit payment.
- Week 3 of unpaid funds: Certified and plain envelope letter sent to parent or troop leaders to remit payment. SUCM contacted on delinquent troop payments.
- Week 5 of unpaid funds: Legal action or collection agency pursued.

Council offers a payment plan to any troop that contacts us during the unpaid funds process. 60% balance is due, followed by remaining balance due 30 days after initial payment. Higher balances may warrant 60% balance due, followed by 50% of remaining balance due in 30 days and other 50% due in 60 days after initial payment.