

TROOP COOKIE MANAGER MANUAL

2020-2021

Ready, Set, SUCCESS



The largest girl-led entrepreneurial program in the world is moving forward in bold ways. We're offering you more options than ever as a volunteer to build the foundation for entrepreneurship and guide girls to success, while keeping their safety in clear focus.

No matter which path you take—virtual, in-person or both—we've got tips and resources to support you the whole way.



Getting Started

IMPORTANT DATES

Check Troop Roster in eBudde by January 7, 2021

Initial Orders/ DOC Begins January 9, 2021

Initial Order Due in eBudde January 24, 2021

Last day for Troops to Edit January 26, 2021

Last day for SU to Edit January 28th, 2021

eBudde Open for Troop Booth Round One February 2, 2021 (limited number of selections per troop/locations)

Cookie Convention and Strategy Event February 6, 2021

Cupboard Transactions Open for Orders February 8, 2021

eBudde Open for Troop Booth Round Two February 8, 2021 (unlimited selections for Booths)

SU Deliveries Begin February 16, 2021

National Cookie Weekend February 19-21, 2021

Cupboard Opens for Pick Up February 19, 2021

Booth Sales Begin February 19, 2021

DOC Order Taking Ends March 11, 2021

Booth Sale Ends March 14, 2021

Last Day for Troops to Edit March 16, 2021

Last Day for SU to Edit March 18, 2021

ACH Withdrawal March 23, 2021

Rewards Due to SU April 24, 2021

Take stock & restock!

Ordering packages for booth days isn't an exact science, but here are average sales per cookie variety, so you can get an idea of how many to order.

22% Thin Mints®

25% Samoas®

14% Tagalongs®

12% Trefoils®

11% Do-si-dos®

9% Lemon-Ups®

6% Girl Scout S'mores®

3% Toffee-tastic®



How many cookie cases can your car carry?

23 cases	Compact Car
30 cases	Hatchback Car
35 cases	Standard Auto
60 cases	SUV
75 cases	Station Wagon
75 cases	Minivan
100 cases	Pickup Truck
200 cases	Cargo Van

HELPFUL INFO FOR TROOP COOKIE PICKUP

You need to know:

- Troops are responsible for counting and verifying the total number of cases
- When in doubt, recount Wait until you're sure about your case count to sign the receipt

This is your smooth pickup day

- Know exactly how many cases you ordered of each variety
- Arrive at your scheduled pickup time
- Make sure you have enough vehicles to load your order (see chart)
- Line up your vehicles at the same time
- Check in and receive your pickup ticket
- Give your pickup ticket to the loader and count cases as they're loaded in
- Sign for your order and take your receipt



eBudde™ Mobile

Stay in the know, on the go! This must-have app puts power at your fingertips, wherever you are in the cookie season.

What it includes:

- Streamlined dashboard
- Easy management of orders and rewards
- Important messages and upcoming events
- Options for finding booth locations and exchanging cookies
- Help Center

Where you'll find it:

- App Store and Google Play

Promotions

WALK ABOUT WEEKENDS

January 29, 2021-February 14, 2021

Girl Scout Walk About Weekends take place between initial order submission and the start of booth sales. This portion of the program keeps you on the move selling cookies! It's tempting to head straight to the tried-and-true booth program, but you can complement your booth success with an active approach. The girls can earn this cute patch by submitting their order totals and number of steps from one of the weekends during this promotion. Some ideas include a cookie caravan at a local event or going door-to-door with a wagon.

You may participate on any of the weekends that work for your girls within the dates to qualify for the patch.



Gift of CARING

During the 2020 Cookie Program, Girl Scouts of Greater Mississippi donated more than **11,000 packages** of cookies to the local heroes at hospitals, clinics, police stations and the Air Force Base. In addition local troops directly donated cookies to various other agencies to help their local community.

COOKIE HOUSE PARTY

A Cookie House Party is a sweet strategy that encourages girls to invite their best customers to a cookie-themed gathering to have fun, enjoy snacks—and buy cookies by the case! Girls share their BIG goals, and customers make BIG purchases.

FROM INVITATIONS TO YUMMY RECIPES. LITTLE BROWNIE MAKES IT EASY!



- ♥ A fun promotional video with lots of ideas in action will inspire you and the girls alike. Would girls like to try this strategy for big sales? What marketing ideas can they brainstorm?
- ♥ The complete **Cookie House Party Hostess Guide** provides step-by-step guidance and lots of fun resources. Find more at [Blog.LittleBrownieBakers.com](https://blog.littlebrowniebakers.com).
- ♥ So there are 12 boxes in a case, 12 months in a year... **Little Brownie has created a year's worth of recipes** girls can give away to customers who buy a whole case.

Find these resources and more on the volunteer page of [LittleBrownie.com](https://www.littlebrownie.com).

Little Brownie Bakers®

YouTube Channel: Check out our library of inspiring videos featuring real Girl Scout stories and selling tips.

youtube.com/littleBrownieBakers



Troop Cookie Manager Responsibilities

As a **Troop Cookie Manager**, you have the privilege of instilling passion and drive in girls so they can achieve their goals. You will help them develop an entrepreneurial mindset by giving them the materials and support they need to succeed.

Your primary responsibilities:

- Attend Service Unit Cookie Training and log in to VIPeTraining for additional training.
- Check your troop roster in eBudde.
- Hold a parent meeting, distribute materials and support parents.
- Enter orders from girl order cards and keep eBudde up to date.
(either on the desktop version or the eBudde™ Troop App Plus).
- Re-order cookies from the cupboard and pick up as needed.
- Provide parents with information about all activities, rewards and incentives.
- Distribute cookies to girls/parents.
- Collect money from cookie pickups and issue receipts.
- Enter and distribute girl rewards within 30 days of receipt.



Safety Tips

Be sure girls understand and follow these safety rules:

- **Show you're a Girl Scout**—Wear the Girl Scout Uniform, membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- **Buddy up**—Always use the buddy system. It's not just safe, it's more fun.
- **Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout Cookies®.
- **Partner with adults**—If you are a Girl Scout Daisy, Brownie or Junior you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior or Ambassador, you must "buddy up" when selling door-to-door. Adults must be present at all times during booth sales.
- **Plan ahead**—Always have a plan for safeguarding money. Avoid walking around with large amounts or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
- **Do not enter**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- **Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
- **Protect privacy**—Girls' names, addresses and email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information. Girls should never keep credit card numbers.
- **Be safe on the road**—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- **Be net wise**—Take the Girl Scout Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. http://girlscouts.org/help/internet_safety_pledge.asp

Check with the council for even more safety resources, including the Safety Activity Checkpoints and Volunteer Essentials for Product Program Safety.

SOURCE: GIRL SCOUTS OF THE USA



Your Invaluable Role

Troop Cookie Managers are an invaluable part of the Girl Scout Cookie Program.* Volunteers like you are the champions, role models and cookie coaches who help girls discover their amazing potential and take steps toward achieving their goals.

What's Inside?

[Make it Virtual](#)

[eBudde Fingertip Fact Sheet](#)

[Girl Rewards/ Troop Incentives](#)

[How the Cookie Crumbles](#)

[Cookie Line Up](#)

[Additional Online Resources](#)

5 ESSENTIAL SKILLS FOR GIRLS

With your support, girls in the program build essential skills and learn to think like entrepreneurs.

GOAL SETTING

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

DECISION MAKING

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

MONEY MANAGEMENT

Girls learn to create a budget and handle money

PEOPLE SKILLS

Girls find their voice and build confidence through customer interactions

BUSINESS ETHICS

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



Today's girls are already thinking like entrepreneurs.* With your guidance, girls are able to build on their thinking and start running their own Girl Scout Cookie™ businesses.

*SOURCE: "Today's Girls, Tomorrow's Entrepreneurs," A Report by the Girl Scout Research Institute

**Every Girl Scout has it in her to do great things.
WITH YOUR SUPPORT, SHE'LL RISE TO SUCCESS!**

Make It Virtual!



We're giving you more ideas and resources than ever to take your cookie season to the next level, digitally!

Look for this icon. 

[Virtual Resources on LittleBrownie.com](#)

Visit LittleBrownie.com for virtual activities, resources and digital tools that allow you to customize an experience that makes sense for your troop. Use a few, use them all, or create your own!

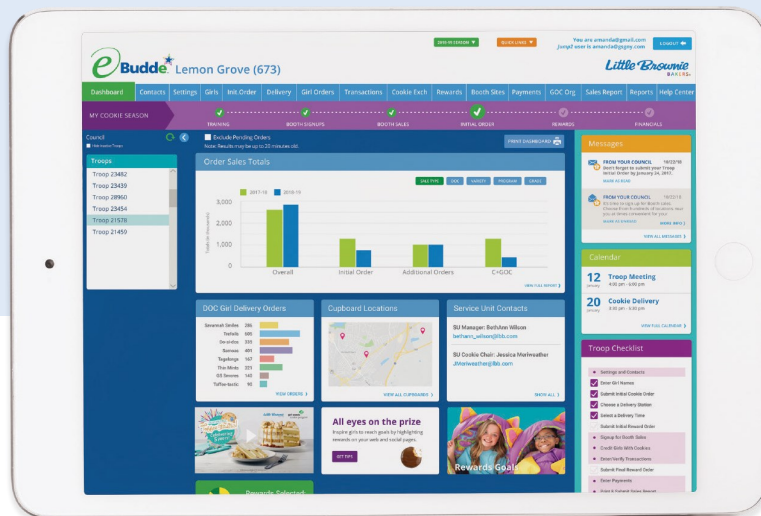
[Girl Scouts' Online Safety Resources](#)

Whatever approach you decide to take this Girl Scout Cookie Season, we have tools to equip you to be flexible in a range of environments. You can find Girl Scouts® safety materials and resources later in this manual, and additional information at girlscoutcookies.org/troopleaders.





QUICK GUIDE



GETTING STARTED

- 1 Look for welcome email with link and log in information to eBudde.LittleBrownie.com**
 - After your Service Unit Manager grants you access, you'll receive a welcome email with a login link
 - Click the link and set up a new password, then click CONFIRM
 - At the profile screen, enter your new password
- 2 Set up your troop**
 - Click the SETTINGS tab, then EDIT SETTINGS
 - Enter your troop's package goal
 - Update the level of your troop, if needed
 - Check OPT OUT OF REWARDS only if your troop is Juniors or above and wants to receive additional proceeds in lieu of girl rewards
- 3 Adding users**
 - Click the SETTINGS tab, then EDIT SETTINGS
 - Enter email addresses of additional users at the bottom of the page
 - Click UPDATE to save
 - eBudde will email the new user a link to sign in

NAVIGATING FEATURES

Dashboard

On your troop's default screen, you'll find important messages from your council/service unit and links to tools and resources you'll need throughout the season

Contacts

Review contact info and click EDIT to make changes

Settings

You can do several things under this tab:

- Edit troop info
- Enter the number of girls selling and the troop's package goals
- Opt out of rewards for additional profits
- Enter banking info

Girls

You can enter t-shirt size.

Initial Order

Enter your troop's initial order by girl, and order additional Girl Scout Cookies® for booth sales.

NOTE: Once orders are submitted here, they cannot be changed. Carefully review the totals before hitting SUBMIT ORDER

Reports

Run three different reports from this tab:

- CUPBOARD REPORT shows a list of all open cupboards and location/hours of operation
- DELIVERY STATION REPORT shows a list of locations available for your troop to choose from for initial order pickup
- COOKIE EXCHANGES REPORT shows current offers of cookies available for exchange within the council

Sales Report

Review all sales totals for the troop, including:

- Final package numbers
- Receipts
- Girl Scouts® Gift of Caring donations

Help Center

Find additional information, including:

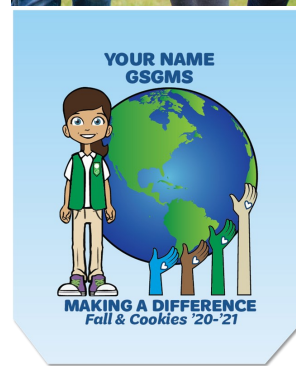
- Council information
- eBudde help
- Links to eBudde Microburst Training Videos with step-by-step instructions

Rewards / Patches



Recognizing Girls

Girl Scout Cookie™ Season is the time for girls to start thinking like entrepreneurs. From the earliest planning meetings through the booth phase, recognize and encourage girl development of an entrepreneurial mindset—whether it's being curious about how things work or embracing challenges.



If a girl created her avatar in the 2020 Fall Product Program, sent 15+ emails AND sells 325+ packages of cookies in the 2021 season, she will earn the patch.

New this year!

The Cookie Crossover Patch.

How the Cookie Crumbles



Troop proceeds:

Aside from the many council-programmatic experiences funded by cookie program, troops will earn proceeds based on a tiered activities scale.

Base **\$\$.61**

Early Bird Registration **\$\$.04**

On time Registration **\$\$.02**

} **Troops qualify for one or the other, not both.**

Fall Product PGA **\$\$.01** (Troop reached an overall PGA of 215 or higher)

Rewards Opt out **\$\$.05** (entire troop participates- Juniors and above)

Council-sponsored programs, events, priorities, training and other support **39 %**

Girl rewards **20 %**

Cost of cookies **25 %**

Administration **16 %**

Customers look forward to our cookies every year!

Girl Scout Cookies® are \$4 per package for core varieties.

Specialty cookies are \$5 per package.



Core Varieties

Lemon-Ups™ Do-si-dos® Tagalongs® Samoas® Trefoils® Thin Mints®

Specialty Cookies

Toffee-tastic®

Girl Scout S'mores®

We've Got Delicious 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
NEW! Halal Certification



lemon-ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS
Crispy lemon cookies baked with inspiring messages
to lift your spirits 🍋



- 100% Real Cocoa
- Real Coconut

samoas®

Crisp cookies coated in caramel, sprinkled with toasted
coconut and striped with dark chocolaty coating 🍪



- 100% Real Cocoa
- Real Peanut Butter

tagalongs®

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



- Made with
Natural Flavors
- Real Peanut Butter
- Whole Grain Oats

do-si-dos®

Crunchy oatmeal sandwich cookies with creamy
peanut butter filling 🍪



trefoils®

Delicate-tasting shortbread that is delightfully
simple and satisfying 🍪



- Made with Vegan
Ingredients
- 100% Real Cocoa

thin mints®

Crisp wafers covered in chocolaty coating made
with natural oil of peppermint 🍪



- Made with
Natural Flavors
- 100% Real Cocoa

girl scout s'mores®

Crunchy graham sandwich
cookies with creamy chocolate
and marshmallowy filling 🍪

specialty
innovation



- No Artificial Flavors

toffee-tastic®

GLUTEN FREE
Rich, buttery cookies with sweet, crunchy toffee bits 🍪



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girl scouts
cookie program

Little Brownie
BAKERS



2021 Cookie Program

Parent/ Guardian Responsibility Form

- The adult responsible for the payment of the Cookies should complete this form.
- Please read this form carefully before signing

I understand and agree to:

Participation Guidelines

1. My daughter has my permission to participate in the Girl Scout 2021 Cookie Program
2. My daughter cannot participate in the Girl Scout 2021 Cookie Program unless all the blanks on this form are completed.
3. My daughter cannot participate in the Girl Scout 2021 Cookie Program if she is not a registered Girl Scout

Payment Agreement

1. I understand that once cookies are received in my daughter's name, as her parent/guardian I am responsible for collecting all monies owed and I am responsible for all monies received in payment of cookies.
2. I understand that all **unsold Little Brownie Cookies CANNOT be returned**, and that I am responsible for payment of any unsold cookies received by or checked out in my daughter's name.
3. I understand that I will turn in cash, cashier's check or money order to my Troop Leader for all cookies received in my daughter's name.
4. **I understand that if I do not turn in all monies owed for cookies received on my daughter's behalf by March 15, 2021; I will be reported to the council for non-payment, which may result in serious collection actions.**

Girls Name _____ Troop Number _____

Girl's T-Shirt Size	<input type="checkbox"/> Youth Small	<input type="checkbox"/> Youth Medium	<input type="checkbox"/> Youth Large/Adult Small
	<input type="checkbox"/> Adult Medium	<input type="checkbox"/> Adult Large	<input type="checkbox"/> Adult XLarge
	<input type="checkbox"/> Adult 2XL	<input type="checkbox"/> Adult 3XL	

Responsible Adult _____ SSN# XXX-XX-____ (last 4 digits)

Email Address _____ Birthdate ____/____/____ (mo/date/year)

Driver's License # _____ State of Issue _____ Exp Date _____

City _____ State _____ Zip _____ Cell Phone# _____

Employer _____ Work# _____

Spouse's Name _____ Driver's License # _____

Spouse's Employer _____ Work# _____

Responsible Adult Signature _____ **Date** _____

Girl Scout Cookie Program®



An essential part of your action plan for a successful Girl Scout Cookie™ Season is reviewing safety guidelines with girls and their parents or guardians. Girl Scouts® offers resources on [girlscoutcookies.org/troop leaders](https://girlscoutcookies.org/troop-leaders).

Girl Scouts® resources:

- Digital Marketing Tips for Cookie Entrepreneurs and Families
- Supplemental Safety Tips for Online Marketing
- Practical Tips for Parents
- Safety Tips for Cookie™ Entrepreneurs
- Safety Tips for Product Sales
- Your Councils' Volunteer Essentials and Safety Activity Checkpoints

Where you'll find it:

- girlscoutcookies.org/digitalmarketing
- girlscoutcookies.org/troopleaders
- girlscouts.org
- gsgms.org/en/cookies/about-girl-scout-cookies.html
- littlebrowniebakers.com
- ebudde.littlebrownie.com



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