



2018–2019

TROOP COOKIE MANAGER MANUAL

ALL YOUR GIRL SCOUT COOKIE

FAVORITES

SAMOAS®

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



TAGALONGS®

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



DO-SI-DOS®

Crunchy oatmeal sandwich cookies with creamy peanut butter filling @D



MADE WITH NATURAL FLAVORS

TREFOILS®

Traditional shortbread cookies that are delightfully simple and satisfying @D



THIN MINTS®

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



VEGAN

SAVANNAH SMILES®

Crisp, zesty lemon wedge cookies dusted with powdered sugar @D



GIRL SCOUT S'MORES®

Crunchy graham sandwich cookies with creamy chocolate and marshmallowy filling @D



MADE WITH NATURAL FLAVORS

TOFFEE-TASTIC®

Rich, buttery cookies with sweet, crunchy toffee bits @D



NO ARTIFICIAL FLAVORS

Our cookies have...

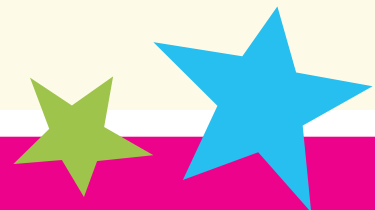
- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- NO Artificial Flavors in *Toffee-tastic*
- *Girl Scout S'mores* and *Do-si-dos* are made with Natural Flavors
- Zero Grams Trans Fat per Serving
- 100% Real Cocoa
- Hearty Whole Grain Oats in *Do-si-dos*
- *Thin Mints* are Vegan
- *Toffee-tastic* cookies are Gluten-Free
- RSPO Certified (Mass Balance) Palm Oil



RSPO-1106186

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GIRL SCOUT COOKIE NEW THIS YEAR!

HERE'S WHAT NEW FOR 2018-2019!

- **All varieties are \$5.00** The classic cookies and the specialty cookies now all priced at \$5.00
It has been 10 years since our last increase, but with the rise in the cost of ingredients, and to keep in line with our market, we have decided to make a base price for all cookies.
- **Troop Proceeds and Service Unit Proceeds have gone up! PLUS you earn more when you sell more.**
 - » Higher PGA's will mean a larger rebate per box for your troop.
 - » SU will earn more when they increase their sales year over year.
- **Initial Sale Rewards just got Cooler!**
We know how hard you work to get your initial sale boxes sold. And we are making the rewards better to show you our thanks!
- **Our Cookie Sale will now start December 17!**
You asked and we delivered. Girls will now have the chance to take orders during the holidays and your Digital cookie sites will be live too!
- **New Little Brownie Cookie Tech Portal!**
You will now have a single sign-on portal to connect you to eBudde, Girl Scouts VIP eTraining, and the Cookie Locator.
- **Girl Scout Cookie Pro Contest Hollywood Edition!**
Enter to win an all expenses paid trip to sunny California for incredible behind-the-scenes VIP adventures at Warner Bros. Studio featuring the DC Super Hero Girls!



100+ Initial
Sale Boxes



150+ Initial
Sale Boxes



250+ Initial
Sale Boxes



2018-2019

GIRL SCOUT COOKIE PROGRAM®

GET READY TO GO FOR BOLD™!

This Girl Scout Cookie Season®, we're celebrating the spirit and creativity of all Girl Scouts as they sell America's favorite treats and Go for Bold™.

Whether embarking on a brave new adventure or finding the courage to talk to her first customer, every girl finds her own type of bold in the Girl Scout Cookie Program®. **Girls have amazing experiences—and build lifelong skills, friendships and confidence along the way.**

As a Girl Scout Cookie volunteer, you're supporting the largest girl-led entrepreneurial program in the world. Thank you for all you do for girls.



EMBOLDEN GIRL SCOUTS® BY BUILDING THESE FIVE ESSENTIAL SKILLS.

GOAL SETTING—as she sets cookie sale goals and makes a plan to reach them.

DECISION-MAKING—as she and her troop decides how they will spend the cookie money.

MONEY MANAGEMENT—as she makes a budget, takes orders and handles customers' money.

PEOPLE SKILLS—as she learns to talk and listen to all kinds of people while selling cookies.

BUSINESS ETHICS—as she is honest and responsible every step of the way.

Your time and talents are valuable to girls and to the Girl Scout Cookie Program®. Thank you for helping build a program where girls learn, grow and make a lasting impact on the world.



GIRL SCOUT COOKIE CALENDAR

Checklist of Important Dates

Activity	Date
Distribute materials	Early December
Initial order taking begins	December 17
Cookie Palooza	January 18-19
Initial order taking ends	January 31
DOC is available	December 17 - May 6
Catch up orders	February 1 - May 6
Cookie booths begin	February 1
Troop Initial order due in eBudde™	February 4
Delivery of Initial order cookies begins	February 11
Initial order money due	March 4
Troop girl rewards order due in eBudde	May 10
Cookie sale ends	May 6



WE'RE HERE TO HELP!

Jenna Kierstedt

Director of Sales and Merchandising
jkierstedt@gssc.us

Kelly Drechsler

Product Sales Manager
kdrechsler@gssc.us

Melinda Giaquinto

Administrative Assistant
mgiaquinto@gssc.us

Janine Petrullo

Clerk
jpetrullo@gssc.us

Terry Doherty

Clerk
tdoherty@gssc.us

Cindy Stauber

Data Entry
cstauber@gssc.us



VOLUNTEER RESPONSIBILITIES

It's a labor of love!

The main job of the Girl Scout Cookie volunteer is to:

- Be a registered Girl Scout adult volunteer
 - *Complete a background check.*
- Honor and live by the Girl Scout Promise and Law.
- Follow all policies and meet all deadlines.

Here's an overview of your roles and responsibilities:

Before the sale

- Set the troop up in eBudde™ (the baker's online order management system).
- Download the eBudde Troop App Plus™ to your mobile phone or tablet.

During the sale

- Enter orders from girl order cards and keep eBudde up to date.
- Monitor online sales from the Digital Cookie® platform, which will be visible in eBudde.
- Coordinate booth sales (or ask another volunteer to do so).
- Arrange cookie pickups from the Cookie Cupboard and briefly store cookies until girls pick them up (or ask another volunteer to do so).
- Collect money from those picking up cookies, issue receipts and make frequent bank deposits.

After the sale

- Fill out rewards order in eBudde.
- Distribute girl rewards in a timely manner.
- Keep troop records.
- Celebrate with the girls!



5 STEPS TO GIRL SCOUT COOKIE SUCCESS

1 KICK OFF GIRL SCOUT COOKIE SEASON

Help girls get ready by selecting learning activities that fit their experiences and interests. You can start by creating a custom plan with the Girl Scouts® Built by Me™ online tool. Next, kick off your first cookie meeting with a video! *Girls Scouts® Cookies Live™* videos are engaging, interactive shows that inspire girls to reach high goals. Girls learn selling tips and have loads of fun along the way. First-time sellers love *Girl Scouts® Cookie Rookie™*. Made especially for young girls, this show teaches cookie names, how to ask customers to buy and more essential skills. Turn teens into *Girl Scouts® Cookie Captains™*. Keep experienced teens interested in the cookie program and give them a chance to give back with the Cookie Captain program. Older girls love being mentors to Cookie Rookies.

2 SET GOALS AND TRACK PROGRESS

When you help girls set high goals for the Girl Scout Cookie season, they learn an important skill for life. Encourage girls to set two types of goals: how many cookies they want to sell and how they want to use their earnings.

3 HAVE A FAMILY PARTY

Hold a short family meeting so girls can tell their families about their goals and ask for assistance. Find resources for communicating with families at LittleBrownie.com.

4 START WITH TRUSTED CUSTOMERS

Family and friends make great cookie customers. If girls need more customers to reach their goals, they can participate in a booth sale with your troop. An adult volunteer can also help find success using the Girl Scouts Cookie Club™ and Digital Cookie® platforms.

5 CELEBRATE AND SHARE YOUR SUCCESS

When girls reach their goals, celebrate! Thank customers, share your cookie stories or throw a party for your troop.



GIRL SCOUT COOKIE GET STARTED

Here's how our council handles...

1 ORDERING

Initial Sale cookies are ordered through the eBudde website by February 4. These cookies will be delivered to your SU Cookie Chair for pick up from them.

Catch Up Orders are cookies sold after the Initial Sale. These cookies need to be picked up at one of our convenient cupboards between February 8 and May 6.

Booth Sales need to be preordered on our website at www.gssc.us at least 1 week prior to the booth sale.

2 DELIVERY

Delivery of Initial Sale cookies begins the week of February 11. Your SU Cookie Chair will coordinate the delivery with Council and be in touch with all the troops to schedule pick up times.

3 BOOTH SALES

1. Find a location in your area to have your booth sale. If you are having trouble locating one, call your SU for help. Great locations include banks, supermarkets, bagel shops and places of worship.
2. Confirm the date, time & location with your SU Cookie Chair.
3. Go to www.gssc.us to reserve your booth sale or call your cupboard at least 1 week prior to the booth sale.
4. Have fun! Sell, Sell, Sell!
5. Deposit funds collected to the nearest Capital One Bank with the deposit slip from your booth sale pickup. **DO NOT USE A BANK SLIP FROM THE BANK.**
6. Return any product that was not sold to the cupboard with the receipt from your deposit.
7. After the booth sale has been entered into the system (about 1 week), be sure to go back into eBudde and assign the product sold to all the girls that attended that day.

4 WHAT TO DO WITH RETURNS/LEFTOVERS

Council does not accept any returns from any Initial Sale or Catch Up order. Troops are allowed to return leftover cookies from booth sales by the Wednesday of the following week.

5 MONEY HANDLING

All money collected for the sale of cookies should be deposited into any Capital One Bank using only a deposit slip that is assigned to your troop. You should see your troop number coded at the bottom left of the deposit slip. Troops can also pay online at www.gssc.us.



GIRL SCOUT COOKIE PROCEEDS

How the cookie crumbles

Troop proceeds	18%
Council-sponsored programs, events, properties, training and other support	32%
Financial Aid	15%
Girl rewards	5%
Cost of cookies	24%
Service Unit Rewards	2%
Leader Incentive	2%
Bad Debt	1%
Publications	1%

We have the cookies customers look forward to every year! Girl Scout Cookies® are \$5 per box for traditional and specialty varieties cookies.

Troop proceeds and reward opportunities for girls

Troop Proceeds will be \$.70 per box. Girls at Cadette level or older can still opt out for \$.05 more. Girls will still be given any patches earned.

All Troops with a PGA of 200-299 boxes will receive an additional \$.05 a box. And if a troop has a PGA of 300 or more they will receive an additional \$.10 per box.

Service Units will now receive \$.05 cents a box. If a SU has a 5% increase over the prior year they will receive \$.10 a box. If they have a 10% increase over the prior year they will receive \$.15 a box.



HOW GIRLS SELL GIRL SCOUT COOKIES®

Selling practices vary from council to council. In our area, girls sell cookies through these channels:

Order taking

Girls ask neighbors, friends and family members to place orders for cookies. They write their orders on the paper order card, which is turned in to the cookie volunteer. The volunteer enters these orders in eBudde™. Payment is collected when girls deliver cookies a few weeks later.

Booth sales/direct sales

Troops buy cookies and resell them directly to customers, often at booths in high-traffic areas such as grocery stores, malls or sporting events. Booth sale times and locations are organized by our council, and troops can only sell at approved locations.

Digital Cookie®

Girls create customized websites and send emails to family and friends, asking them to buy cookies. Customers purchase cookies online and have the option for the cookies to be shipped directly to their homes. Orders appear automatically in eBudde. Find out more at girlscoutcookies.org.

Cookie Techie



Send 15+ Emails and Earn the Cookie Techie Patch

Digital Order Card



Sell 25+ Boxes and Earn the Phone Ring Stand



4 Easy Steps to Get Movin' with the Digital Cookie® Platform!

This cookie season superpower your sale by expanding your efforts from the booth to the web. Why? Because adding online and mobile channels to your sale can help you reach more cookie fans than you ever imagined. That's right! With the Digital Cookie® platform you can market everyone's favorite cookies-with-a-purpose to customers down the block or across the country from the comfort of your couch. AWESOME.

Here are 4 easy steps to jump into the fun, and slay those cookie sale goals like a true cookie boss!

1 Register

Sign up to use the Digital Cookie® platform, look for your Digital Cookie® registration email. If you can't find it, contact your council for details.



2 Set Up Your Site

In just a few minutes, you can set up your sale goal, share your cookie story, and upload a fun picture or video. Then you're ready to save, review, publish, and...done!



3 Invite Customers

Manage your cookie customer list and easily send ready-to-use emails inviting people to support your sale. You can also promote your personalized cookie site link on Facebook with friends and family.



4 Track Your Goal

See how close you are to reaching your goal by tracking the number of boxes sold and orders placed, as well as sales by delivery type and cookie variety. You can even include offline sales to see your total progress—yum!



GIRL REWARDS

Girl Scouts can earn a wide variety of rewards for their achievements in the Girl Scout Cookie Program®:

- Official Girl Scout badges.
- Symbols of accomplishment in the form of patches and other reward items promoted on the order card.



The Girl Scout Cookie Activity Pin

All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin, which recognizes the 5 Skills learned and practiced during the sale. Girls can collect a different color of pin every year. Get details at girlscoutcookie.org

TROOP REWARD



Troops who sell 2000+ Boxes will receive
(1) Go For Bold T-shirt per girl and 2 adults

21st Century Super Troop

If your troop averages sales of 200 boxes per girl, and the troop is paid in full, the troop receives \$20 per girl toward an End -of-Year Celebration

INITIAL SALES



Early Bird Patch
100+ Boxes



Umbrella
150+ Boxes



Lap Desk
250+ Boxes

2019 | Girl Scouts of Suffolk COOKIE SALE REWARDS

My personal goal: _____ Boxes

All Rewards Are Cumulative Except For 500+ Boxes



Cookies on the Go Patch
12+ Boxes



Go for Bold Enamel Pin
50-99 Boxes



White Board & Dry Erase Markers
100 - 149 Boxes



Avatar Cookie Patch
150+ Boxes AND
15 e-mails



It's furry!
Journal &
Bracelet Pens
150 - 199 Boxes



Leopard Plush &
Super Patch
200 - 249 Boxes



Jumbo Pouf Pillow
250 - 349 Boxes



Leopard Lovers Sleeping Bag
350 - 399 Boxes

500+ Girls who sell 500+ Boxes will be invited to an All Star Cookie Celebration Event on July 31st.



American Girl Doll (model may vary) OR
Fujifilm Instanx Camera Bundle OR
Fitbit
500+ Boxes



1 Week of Day Camp OR
12 Months Subscription to STEM Kit OR
Netbook
1000+ Boxes



2 Weeks of Day Camp OR
iPad Mini (wifi only) OR
Wireless Beats by Dre
2000+ Boxes



Nintendo Switch Bundle
GoPro (model may vary) OR
Nintendo Switch Bundle
3000+ Boxes

PICKING UP GIRL SCOUT COOKIES®

The Cookie Cupboards open January 28

The Cookie Cupboard ensures that extra cookies are conveniently available to Troops. Service Unit Cookie Chairs, Service Unit Coordinators, Troop Cookie Chairs, Troop Leaders and Parents/Guardians may pick up cookies from a cupboard. Identification must be shown. Cupboards are conveniently located throughout Suffolk County.

Closed The Following Dates:

- Saturday, February 16
- Monday, February 18
- Friday, March 19 at 12pm
- Saturday, March 20

Cookies by the carload

Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts assume the car will be empty except for the driver and uses all space except the driver's seat. Safety Note: Avoid carrying cookie cases and children in the passenger area of a vehicle at the same time.

Car Type	Number of cases
Compact car	23
Hatchback car	30
Mid-size sedan	35
Sport utility vehicle	60
Station wagon	75
Minivan (seats in)	75
Pick-up truck (full bed)	100
Cargo van (seats in)	200

Main Office, Commack

(631) 543-6622 – Habla Espanol

442 Moreland Road, Commack, NY 11725

January 28-February 8

Mon-Fri 10am-4pm

February 11-May 10

Mon/Wed/Fri 10am-3pm

Tue & Thu 12-5pm

Saturday 10am-12pm

Camp Edey, Bayport

(631) 472-1625

1500 Lakeview Avenue, Bayport, NY 11705

January 28-February 8

Monday Closed

Tue & Thu 10am-12pm

Wed & Fri 2 - 5 p m

February 11-May 10

Monday Closed

Tue & Thu 10am-12pm

Wed & Fri 2 - 5 p m

Saturday 10am-12pm

East End Office, Riverhead

(631) 369-9757

854 East Main Street, Riverhead, NY 11901

January 28-February 8

Monday Closed

Tue & Thu 2 - 4 p m

Wed & Fri 10am-12pm

February 11-May 10

Monday Closed

Tue & Thu 2 - 4 p m

Wed & Fri 10am-12pm

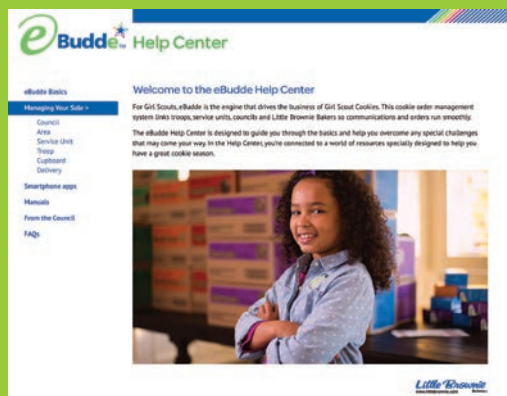
Saturday 10am-12pm



PLACING ORDERS AND MANAGING THE SALE

Meet eBudde™—the power tool for cookie volunteers

The online eBudde™ system is the home base for cookie volunteers. It's where you'll enter cookie orders, reserve cookie booths, manage pickups, place girl rewards orders and more.



eBudde™ Help Center

The eBudde Help Center is a dedicated website that provides direct support to volunteers using eBudde for both digital and traditional sales.

eBudde is a cookie volunteer's best friend. Here's where you'll order cookies, track deliveries and more. You will receive eBudde training that will make the season a snap. Here are some quick reference facts on how to use the eBudde system.

Girl Scouts® Cookie Locator™

Girl Scouts® Cookie Locator™ by Little Brownie Bakers® is the most delicious app ever! Cookie customers can use their smartphones to find cookie booths nearby.

Girl Scouts® Cookie Finder can also be used to locate cookies.



GETTING STARTED

Go to ebudde.LittleBrownie.com

When accessing eBudde™ for the first time this season:

1. You will receive a welcome email with a **LOGIN** link.
2. Click on the **LOGIN** link within the email.
3. On the **PASSWORD** screen, set up your new password and **confirm**.
4. At the **PROFILE** screen, enter the new password you set up in Step 3. Review/enter all additional information.
5. Select **eBudde**.

eBudde tools are collected in tabs you'll see at top of page. Click each tab to execute various tasks.

Contacts Tab

1. Review information; click **EDIT** to make any necessary changes.

Settings Tab

1. Select the specific troop whose information you want to edit from the list to the left of your screen.
2. Mark Opt-out rewards for additional profits.
3. Click **UPDATE** to accept all changes.

Girls Tab

1. Enter girls' t-shirt size and sales goal in packages.
2. Click **UPDATE** to accept all changes.



PLACING ORDERS AND MANAGING THE SALE

INITIAL ORDER

Remember:

You can place initial orders from your mobile device with the eBudde Troop App Plus™. Video training and eBudde help are built right in!

Initial Order Tab

1. Click each girl's name; go to bottom of screen, click in highlighted fields to begin entry.
2. Press the Tab key to navigate fields and enter the girl's total cookies order in packages by variety.
3. Click **OK** button to save change for girl.
4. Repeat for each girl.
5. It is suggested by Council that you round down your initial order. The system will automatically total the troop order and round it up to the nearest full case. Please adjust your order downward to full cases.
6. **SAVE** the page.
7. Carefully review the totals at the bottom; if correct click **SUBMIT ORDER**. Remember, you cannot change the Initial Order after it has been submitted. Contact your volunteer manager or the product sales staff to make changes.
8. Click **PRINTABLE VERSION** to print a copy for your records.

Reports Tab

1. Click **FILL OUT** next to Initial Rewards Order.
2. Click on individual girls' names to review Girl Reward Orders and click **SUBMIT GIRL ORDER**, if applicable.
3. Enter or review total rewards earned.
4. Click **SUBMIT REWARD ORDER** to submit your total order.



Rewards Tab

1. Click **FILL OUT** next to Final Reward Order.
2. Click on individual girls' names to review Girl Reward Orders and click **SUBMIT GIRL ORDER**.
3. Enter or review total rewards earned.
4. Click **SUBMIT** to submit your order.

Sales Report Tab

1. Review final package numbers.
2. Review your receipts.
3. Review your Gift of Caring



TOP SELLING TIPS

Share these awesome tips from real Girl Scouts.

Door-to-door sales

Encourage girls to canvass their communities with buddies and adult partners, leaving no doorbell unring!

- Girls can take orders door-to-door at the beginning of the cookie sale with their order cards.
- Girls can sell door-to-door with cookies in hand. After cookies are delivered, load up a wagon with cookies, make signs and you are ready for a neighborhood walkabout.

Online sales

Customers buy more cookies when girls sell online. If your council is participating in Digital Cookie®, girls can send friends and family to their website to order and pay for their cookies online.

Social networking

Online social networking sites are a great place for teens (13 and older with parental permission) to ask for cookie orders. Be sure girls follow the GSUSA safety guidelines for online marketing.

Booth sales help girls reach more customers

Booth sales are a great way to increase your team's success. Remember, you must have the appropriate permission from authorities and your council before the booth sale. Possible high-traffic locations include:

- Grocery stores
- Sporting events
- Parks
- Banks
- Malls
- Universities

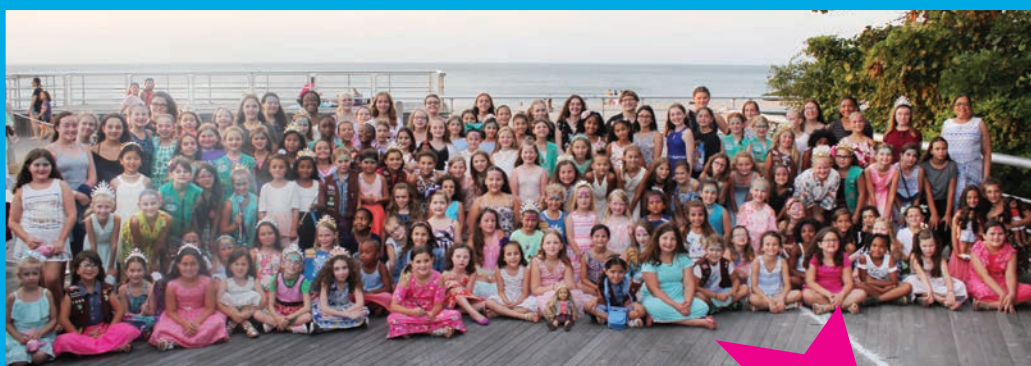
Telephone sales

It's fast and easy to sell Girl Scout Cookies® by phone.

- Girls can review order cards from previous years and contact these customers again.
- Once cookies have been delivered, girls may want to call customers, thank them for their orders and ask if they need additional cookies.
- Try a text-a-thon. Girls may want to text their friends and family to let them know it's cookie time and to ask for orders.

Workplace sales

- Girls can contact business owners or managers to request permission to sell Girl Scout Cookies at a workplace.
- Girls can either make a quick "sales pitch" at a staff meeting or make sales calls around the office, depending on the wishes of the business.
- Once employee sales are completed, the business may allow girls to leave an order card in a visible spot. Leave a note from your team outlining their goals and plans for the cookie proceeds. (Remember not to list the girls' last names or phone numbers on the order card or note). An adult at work may oversee the card, but it is the girl's responsibility to fill all orders, write thank-you notes and oversee delivery.
- Girls should establish a date and time to pick up the order card and deliver the cookies.



Cookie All-Stars (500+ Club)

BOOTH SALES TIPS

Offer a Girl Scouts® Gift of Caring™ option

During booth sales, ask customers to donate cookies to Operation:Cookie. Promote the option with posters and a special box (or wagon) for donated cookies.

Give away bite-sized samples

Let customers have a taste so they can try something different—they may even find a new favorite. Keep the variety's nutrition label in full view in case a customer has food sensitivities.

Share goals with customers

They love to hear how girls are making a difference, so encourage girls to make posters, banners or t-shirts to get the word out.

Make cookie bundles

Attach a ribbon and a handmade card for maximum impact.

Give away recipes

Encourage customers to try something new by offering a recipe card with every purchase of multiple boxes.

Leader Booth Sale Incentives



1 Booth (170 Boxes)
Volunteer Patch



2 Booths (340 Boxes)
Phone Ring Stand



3 Booths (510 Boxes)
Umbrella



5 Booths (850 Boxes)
Messenger Bag

Special Booth Sale Weekends

Host a booth sale during these weekends, sell 170+ boxes, and earn these special patches.

February 1-3

Froze Your Cookies Off

Start off your cookie booth season!



February 22-24

National Girl Scout Cookie Weekend

Be part of the National Cookie Story!



March 8-10

GS Just Wanna HAVE FUN!

Bling your booth with your favorite theme and have fun!



April 12-14

Moon Walking About

Host a booth sale or a walk-about this weekend for this special patch!



May 3-5

Sweet Dreams are Made of Cookies

Reach for your dreams!



SAFETY TIPS

Be sure girls understand and follow these safety rules:

- **Show you're a Girl Scout**—Wear the Girl Scout 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 cookie booth sales.
- **Plan ahead**—Always have a plan for safeguarding money. Avoid walking around with large amounts of it 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 except for the product sale. Girls should never take 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



Visit girlscoutcookies.org for even more safety tips.

Source: Girl Scouts of the USA



COUNCIL PROMOTIONS

Give customers the opportunity to...

**Buy 1
Give 1**



GIRL SCOUTS® GIFT OF CARING™
Make a big difference by giving back —one Girl Scout Cookie package at a time! Ask customers if they'd like to buy one box for themselves and another to give to a charitable organization of your troop's choice.



*Earn the Gift of Caring Patch
For Donating 50+ Boxes*



OPERATION:COOKIE

Girl Scouts can help honor our service women and men by asking each customer if he or she would purchase a box of cookies to send to US military through Operation:Cookie. Donating a box to our service personnel is the perfect suggestion for those customers who say they are on a diet or buy their cookies from a Girl Scout in another council. This program lasts throughout the cookie campaign, from December through May.

Last year, Girl Scouts donated over 75,000 boxes of Girl Scout Cookies for Operation:Cookie

Learn more at www.gssc.us/operation-cookie

Have a Loved One Stationed Overseas?

We will send care packages to your friends & family in the US Military. Contact us at productsales@gssc.us



GIRL SCOUT COOKIE 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 Scouts of the USA: Locate info on the Girl Scout Cookie Program and national cookie badges and pins. GirlScoutCookies.org

Baker Website: The website of our official Girl Scout Cookie baker. Find girl activities, marketing ideas, Girl Scout Cookie facts, cookie sale resources and clip art to help girls prepare for the cookie sale. LittleBrownie.com

Council Website: www.gssc.us

Visit our site to find procedures, forms, manuals and other helpful information.



eBudde™: Your Command Center for managing the cookie sale. Order cookies, track girl activity and order girl rewards. ebudde.LittleBrownie.com



eBudde Troop App Plus™: Place orders on your mobile devices. Video training and eBudde help are built right in. Learn more and download the app at LittleBrownie.com.



Girl Scouts® Cookie VIP eTraining™: Get step-by-step Girl Scout Cookie Program® training whenever you'd like it! VIPeTraining.LittleBrownie.com (Or visit LittleBrownie.com for a link)



Girl Scouts® Built by Me™ Cookie Planner: An online tool to help plan a custom cookie season. CookiePlanner.LittleBrownieBakers.com



Digital Cookie®: Girl Scouts can set up their own personalized website, take credit card payments and ship cookies directly to their customers.



Girl Scouts® Cookie Locator™ by Little Brownie Bakers®: Help friends locate the closest cookie booth with this app. CookieLocator.LittleBrownie.com (Girl Scouts® Cookie Finder on girlscouts.org can also be used to locate cookies.)



Little Brownie Bakers® YouTube Channel: Check out our library of inspiring videos featuring real Girl Scout stories and selling tips. youtube.com/LittleBrownieBakers



VOLUNTEER RESOURCES

Girl Scout volunteers are not only special—they're busy! We have lots of fun resources that make your season quick, easy and delightful. Find them at LittleBrownie.com.




How can you help girls reach big goals?
PLAN A BIG PARTY!

Girls can host a Cookie House Party and have lots of fun selling whole cases of Girl Scout Cookies®. Find ideas for getting started at blog.LittleBrownieBakers.com.

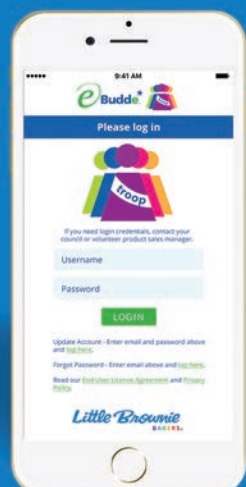


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Every volunteer needs an eBudde.™

Place orders on your mobile devices with the eBudde Troop App Plus.™ Video training and eBudde help are built right in. **Learn more and download the app at LittleBrownie.com.**



Little Brownie
Bakers®

GIRL SCOUTS®
My Cookie Friend™

Girls enter a fun-filled world featuring Little Brownie's newest mascot. They'll find games, videos and activities that inspire and engage. Girls can even vote on the name of this season's fiercely adorable clouded leopard!
Go to LittleBrownie.com!



Little Brownie
Bakers®

Girl Scouts®
BUILT by Me!



Make planning your Girl Scout Cookie season quick and easy.

This online tool helps volunteers plan an incredible season with options to fit all interests and schedules.
Go to CookiePlanner.LittleBrownieBakers.com

Little Brownie
Bakers®

GIRL SCOUT COOKIE VOCABULARY

ACH - Automated Clearing House is the banking system that allows GSSC to direct deposit rebates into the troop account.

Booth Locator - Visit girlscoutcookies.org & type in your zip code to locate a cookie booth near you.

Cookie Booth - A stationary sale of Girl Scout cookies at a public location.

Cookie Captain - New program offered to top selling Cadettes, Seniors, and Ambassadors where they mentor younger girls on the cookie program.

Cookie Cupboard - Local sites where additional inventory is stored and where troops can pick up additional cookies.

Cookie Planner - New online tool from Little Brownie Bakers to help volunteers plan their cookie season. Visit www.cookieplanner.littlebrowniebakers.com to learn more.

Cookie Rookie Training - Training held for new or returning Troop Cookie Chairs on how to have a successful cookie season. Check gssc.us/cookies for training dates and times.

Cupboard Receipt - This is a 4-part carbon copy receipt that must be signed any time a troop picks up additional cookies from a cupboard. Make sure you keep one copy of the receipt for your records. Troops are responsible for ALL additional cases of cookies taken from a cupboard during the sale. All payments must be made within 2 weeks from the pickup.

Digital Order Card (DOC) - This year, girls will be able to sell cookies online using the Digital Order Card. Girls create a custom website and send out a link to their site via email to potential customers. Customers can order cookies and have them shipped to them, girl delivered or choose to donate the cookies to our Operation:Cookie Program.

eBudde - Bakery website used by Troop Cookie Managers to order cookies, track troop/girl sales, record troop finances, and calculate, order and submit rewards.

Initial Cookie Sale - Portion of the sale that takes place prior to February 3. There are special rewards given for this part of the sale.

Little Brownie Bakers (LBB) - Little Brownie Bakers is our bakery partner for the cookie sale. They supply our council with cookies and have great resources to help girls and volunteers to be successful in the cookie sale. Visit www.littlebrowniebakers.com for information, resources, and more!

Operation:Cookie - In this council-wide project, customers can purchase virtual packages of cookies that GSSC will deliver to the military. The girls collect the money but do not physically take possession of the cookies.

Service Unit Cookie Manager (SUCM) - Volunteer mentor for troops and individual girl members in an assigned service unit.

Troop Cookie Manager (TCM) - Volunteer manager responsible for monitoring the cookie sale for a single troop.

Troop Receipt Books - Each troop is given a pocket sized receipt book to be used when collecting any form of payment from girls & their families. They may also be used at booth sales to keep track of money.

COOKIE PROTM CONTEST

Unleash your **G.I.R.L.** (Go-getter, Innovator, Risk-taker, Leader)TM potential for a chance to win the...

COOKIE ENTREPRENEUR EXPERIENCE

Featuring the DC Super Hero GirlsTM, plus an all-expenses-paid trip to sunny California for incredible behind-the-scenes VIP adventures at Warner Bros. Studio!

24 WINNERS NATIONWIDE!



PRIZE PROVIDED BY



Here's how to enter:

Highlight your unique cookie story by:

- ★ Answering a set of questions
- ★ Creating your very own **mini graphic novel** (it's easy with our handy template!)



Find entry details, official rules, submission tips, and downloadable mini-graphic novel templates at

girlscouts.org/cookiepro

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