Here’s what NEW Leaders need to know about…

**Girl Scout Cookie Season 2017** (Jan 23 – Mar 5)

Get ready to celebrate 100 years of Girl Scout Cookies! Girls have been selling cookies to support the Girl Scout experience for 100 years and along the way they’ve had fun, developed valuable life skills, and made their communities a better place! The Girl Scout Cookie Program is the largest girl-led business in the world, generating $790 million in annual sales nationally.

### Important Dates

**SALE DATES:** January 23 – March 5, 2017  
**TROOP INITIAL ORDER DUE:** December 10, 2016  
**COOKIE DELIVERY:** January 21-22; exact date & location TBD  
**TROOPS SUBMIT FINAL REWARDS:** March 9, 2017  
**PARENT/GUARDIAN OUTSTANDING BALANCE FORM DUE:** March 12, 2017  
**GIRL REWARDS ARRIVE:** May/June  
**ACH DATES:**  
- Feb 9: $1.00/pkg of cookies ordered in initial order and picked up at a cupboard through Jan 29 ($ due in account Feb 6)  
- Mar 2: $1.50/pkg of cookies ordered in initial order and picked up at a cupboard through Feb 19 ($ due in account Feb 27)  
- Mar 16: Remaining amount due is withdrawn from the troop’s account ($ due in account Mar 13)

### Cookie Line Up

- **Super Six Cookies ($5/box):**  
  - Thin Mints® (vegan)  
  - Savannah Smiles®  
  - Tagalongs®
- **Specialty Cookies ($6/box):**  
  - Do-si-dos®  
  - Samoas®  
  - Toffee-tastic™ (gluten-free)  
  - Girl Scout S’mores® (NEW & Non-GMO)

Our cookies are made by Little Brownie Bakers (www.littlebrowniebakers.com). Some Councils use a different baker, which is why the cookies have different names.

### Goals & Troop Proceeds

- **Girl Participation Goal:** 15+ boxes  
- **Individual Girl Goal:** determined by each girl  
- **Troop Goal:** determined by troop  
- **Council Goal:** 3,000,000+ boxes

If Council Goal is met AND Troop has a per girl average (PGA) of 220+ boxes, then troop girls selling 15+ boxes earn $10 toward their 2018 girl membership fee! Troops must renew by May 1, 2017.

### Selling Methods

- **WALKABOUTS**  
  Otherwise known as “Door-to-Door”  
- **STANDABOUTS**  
  Otherwise known as “Lemonade Stand”  
  A stand girls set up on private, non-commercial property to sell cookies as people pass by.

### Cookie Cupboard Info

Pick up full cases of cookies or exchange unopened cases from a “Cookie Cupboard.” Please use the “Troop-to-Troop Transfer” link at http://bit.ly/troop-to-troop to transfer cookies between troops before visiting a cupboard.

- Cookie Cupboards are located at the homes of volunteers; exact locations will be emailed to leaders; please SAVE THIS EMAIL.
- There is also a Cookie Cupboard at the warehouse near the Council Shop

### eBudde™

The platform to track sales, inventory & financials  

- **eBudde** (https://ebudde.littlebrownie.com/) provides a variety of features for troops to track cookie sale information. Please view the eBudde webinar or consult the eBudde manual on www.girlscoutsaz.org for additional information regarding eBudde. Get familiar with eBudde™ as soon as possible.

### Need help with your Troop Initial Order?

See the Initial Order and ACH Calculator http://bit.ly/initial-order-calculator

### Need more cookies after placing Troop Initial Order?

See “Cookie Cupboard Info” section below

### Cookie prices increase $1/box this year...

This is the 1st price increase in our area in 10 years.

### Important Note:

Reserve cookies through eBudde™ 24-48 hours in advance before visiting a cupboard!

**TROOP PROCEEDS = $.90/box**

**eBudde member login:**

**email address**

**password**
**Digital Cookie**

The Digital Cookie Platform is where Girl Scouts can build an online cookie business.

Digital cookies are paid for online with a credit card; there are two ways they’re delivered:

1. **Cookies are shipped directly to customers** – delivery charges apply
2. **Girls can deliver cookies to local friends and family** – no delivery charges apply; a parent must approve the transaction or the sale will be declined.

**Cookies for the Community**

Some customers choose to buy cookies and donate them; these cookies are usually donated to our military, local food banks and other non-profit organizations.

<table>
<thead>
<tr>
<th>COUNCIL Cookies for the Community</th>
<th>TROOP Cookies for the Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cookies COUNCIL donates to community organizations on your behalf.</td>
<td>Cookies YOUR TROOP donates to a community organization directly.</td>
</tr>
<tr>
<td>• Troops DO NOT need to have physical inventory of these boxes at the end of cookie sales</td>
<td>• Troops DO need to have physical inventory of these boxes at the end of cookie sales</td>
</tr>
<tr>
<td>• Troops DO NOT need to contact the organization to arrange the donation</td>
<td>• Troops DO need to contact the organization to arrange the donation</td>
</tr>
</tbody>
</table>

**Cookie Contests**

Each contest is a drawing. **FIVE winners will be randomly selected to win a $75 Council Gift Card** for each contest.

<table>
<thead>
<tr>
<th>Cookie Flair!</th>
<th>Flat Stacie</th>
<th>Cookie Commercial Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send a picture of your cookie booth, wagon, or lemonade stand to: <a href="mailto:cookiecontest@girlscoutsaz.org">cookiecontest@girlscoutsaz.org</a></td>
<td>Send a picture of Stacie with her favorite Girl Scout doing something “cookie-related” to: <a href="mailto:cookiecontest@girlscoutsaz.org">cookiecontest@girlscoutsaz.org</a></td>
<td>Upload your own Cookie commercial video that shows your audience why they should buy your cookies to: <a href="http://bit.ly/cookie-commercial">http://bit.ly/cookie-commercial</a></td>
</tr>
<tr>
<td>• One entry per girl per cookie ‘style’</td>
<td>• One entry per girl</td>
<td>• First or last image must include the girl’s name, troop or IGM # &amp; email address</td>
</tr>
<tr>
<td>• Entries must include the girl, cookie signage &amp; some bling</td>
<td></td>
<td>• Girls can post this to their Digital Cookie website</td>
</tr>
</tbody>
</table>

**Mystery Houses**

Mystery Houses are homes hidden across the Council that have a surprise waiting for the first lucky girl who asks them to buy cookies. Prizes include movie tickets, animal plushes or Council Gift cards. Hints and locations can be found at http://bit.ly/mystery-house-clues.

**Girl Rewards**

Girls can earn Rewards or Program Credits (formerly Cookie Dough).

- Rewards are cumulative and based on total number of packages sold
- Program Credits can be used toward GS programs and/or camp
- All Program Credits expire 15 months after the date of issue
- See cookie order form for additional details

**Financial Info**

- Do not accept bills over $20
- Only accept checks from people you know WELL – troops are responsible for bounced checks & NSF fees
- DO NOT comingle personal cash with cookie money

**Best Practices**

**Pre-cookie sales**

- Check your troop roster; make sure all girls (and parents that wish to help) are registered
- Watch the cookie training webinars on www.girlscoutsaz.org (listed under the Cookies+ tab)
- Answer the Troop Overview Questions
- Required: **have all parents sign the Parent/Guardian Financial Agreement** (in cookie packet)

**Mid-cookie sales**

- Do not give any one girl > 120 boxes at any given time until money has been turned in
- Track troop inventory closely – cookies CANNOT be returned at the end of the sale
- Update eBudde regularly

**Post-cookie sales**

- Reconcile eBudde and finances immediately
- Celebrate the troop’s success! Let the girls vote on a fun activity
- Send “Thank You” notes to customers (and parents)!

**Resources**

Visit www.girlscoutsaz.org to find LOTS of resources & webinars under the Cookies+ tab! See page 10 of the Cookie Program Manual 2017 supplement for important links. You can also contact the Council Product Program Team at 602-452-7175 or productprogram@girlscoutsaz.org.

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