

2024-2025

Cookie Program Manual



Welcome to the Girl Scout – Arizona Cactus- Pine Cookie Program!

This exciting program has empowered millions of girls with entrepreneurial and financial knowledge for over 100 years. The iconic cookie program is the largest girl-led entrepreneurial program in the world, and with your guidance, the girls in your troop will develop the skills needed to become independent women in the future.

With the support from your Service Unit and council, you will be prepared to lead the girls in your troop through this journey. Please don't expect perfection, especially if you are new to the program. You may make mistakes along the way, but in this safe environment, you're never alone because there is a network of people to assist you.

Thank you for embarking on this rewarding journey. Your commitment and passion to the Girl Scout Movement will empower the girls in your troop and leave a legacy for the girls that will follow.

Let's start by reviewing where to find the information you need to have a successful and fun cookie season.

Where to Find What You Need

Cookie Program Manual

The fundamental parts of the Girl Scout Cookie Program remain consistent every year; therefore, to use resources wisely, this Program Manual is designed to be used for multiple cookie seasons. It provides you with the basics of the cookie program and information on specific policies or procedures.

The Family Guide

The Family Guide is a fun and interactive resource to get families excited about the Girl Scout Cookie Program.

Girl Scouts-Arizona Cactus-Pine Website

You'll find whatever you need for the cookie program on our website. From girl and troop materials to forms, trainings, contest details, logistics, and digital copies of the manual.



eBudde Manuals and GSlearn

eBudde is the database developed by our council's licensed baker, Little Brownie Bakers, used by the Troop, Service Unit, and Council to schedule booths, manage the logistics, inventory and the payment process during the program. After training and paperwork is completed, you will receive access to eBudde. The tool from council, GSlearn, is for trainings and refreshers on the cookie program.

eBudde Troop App

The eBudde Troop App brings the eBudde platform to your smart phone or tablet. Busy volunteers will love the convenience of this free mobile app. Information on the eBudde Troop App is found on our website and in eBudde tutorials.

Girl Scout Sisters

Face-to-face interaction is the best way to learn savvy, creative techniques, adopt tricks of the trade, have fun and make lifelong friends! Attending neighborhood meetings, joining the Leader's Facebook Group and attending council-sponsored events are all great ways to connect with your Girl Scout community.

Email and the eBudde Dashboard

Leading up to and during the cookie season, there are important updates, reminders and deadlines that will be communicated to you via email by the GSACPC Product Program Team and Service Unit Cookie Managers. Your Service Unit Cookie Managers will send you information pertinent to your neighborhood, while emails from the Product Program Team will come through eBudde to share deadlines, inventory status, etc. Important information, including cupboard locations will be sent out in *Sweet News*.

Sweet News

This weekly e-newsletter is sent during the cookie season and contains important and timely information about promotions, marketing strategies and answers to common questions. **Make sure you are opted into *Sweet News* emails.** To opt into *Sweet News*, log onto your myGS account and the option is under "My Profile" tab.

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Girl Scout Cookie Facts!

Girl Scout Cookies Make the World a Better Place!

It's true! The cookie program accomplishes many ambitious goals at the same time.

Girls Build Critical Skills at all Age Levels

From learning to set and accomplish goals, to counting change, building a budget, and working collaboratively, the Girl Scout Cookie Program has a recognized curriculum for each age group that will teach girls the skills they need to become successful leaders.

Creating Community

The cookie program creates community within the troop and beyond. Girls develop civic engagement skills as they work collaboratively to set goals and decide where to spend their troop proceeds. The program asks girls to think about their needs, wants, philanthropy and service projects.

The cookie community flourishes because the cookie program is a shared experience and extends beyond the troop. Every year thousands of girls and volunteers support one another, network and share stories and tips across the nation. The community supports the girls in the program, and the girls give back to the community through cookie donation programs and service projects financed through their cookie proceeds.

Cookie Entrepreneurs

The cookie program creates entrepreneurs! Did you know that the Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world, selling **millions of cookie packages** nationally?! The cookie program teaches millions of girls how to run a successful business every year.

Financial Independence

The Girl Scout Cookie Program supports a financially independent Girl Movement by developing a program that grows financially savvy girls. The cookie program is the financial pillar of Girl Scouts. With 100% of cookie proceeds staying within our council, local troops and girls.

Council Proceeds

The funds council receives are reinvested into programs and activities for girls, maintaining our camps, training our volunteers and other membership support.

Troop Proceeds

Troop proceeds are based on the total sales of the troop. *Girls decide how to use these funds.* Many troops use their earnings to fund community projects and/or implement a spend, save, and give policy.

Girl Rewards

Girls earn rewards based on their individual sales. They can select to receive the incentive reward, Program Credits or Summer Camp Vouchers. Program Credits can be used to help purchase items in the Council Shop, membership dues, [Girl Scout travel](#) and other Girl Scout [programs and events](#).

11 Tips for a Stress-Free Cookie Season

- 1 It takes a team! Ask for help from parents. Don't try to be the Cookie Manager and Troop Leader. Use the Troop Cookie Meeting document available online.
- 2 Take the training. There's training in your Service Unit as well as many online resources to help you.
- 3 Help girls set goals. Be sure to explain how the cookie program supports all Girl Scouting.
- 4 Earn a Cookie Badge! Ask the girls which badge they want to earn during the cookie season.
- 5 Involve the parents – hold a parent cookie meeting, explain why it's important to participate, share the troop's goals and ask for their help. Parents can help with booths, run to the cupboard and help with Girl Program.
- 6 Participate in a cookie rally. It's a great way to get girls excited for the program.
- 7 Manage your cookie inventory. Ask for weekly inventory status and money from girls. Remember, no girl should have more than 200 unpaid packages of cookies at a time. Troops are responsible for any unpaid balances over that amount from a girl.
- 8 Submit an initial cookie order. Cookies will go fast during the first few weeks of the program!
- 9 Only booth in locations that will be open, accessible and safe for all girls. Girls should not sell in or in front of establishments that they cannot legally patronize.
- 10 Rebalance your flavor mix by exchanging unopened full cases of slower selling cookies with higher selling cookies throughout the program – **especially after week three**. Sales will begin to slow after week three, but Thin Mints and Samoas are traditionally the best sellers. Be warned, chocolate flavors may be harder to find towards the end of the program, so it's best to make your trades early.
- 11 Be kind and considerate to other Troop Leaders and cookie volunteers. We all are working towards the same goal – a safe, fun and successful cookie program that helps girls learn and grow.

The Girl Scout Law for Volunteers

We believe the Girl Scout Law is the best guide as we lead girls through the cookie program.

- » I am **HONEST** – I follow all the dates, deadlines and financial obligations for the cookie program.
- » I am **FAIR** – I ensure all girls have the opportunity to participate in the cookie program.
- » I am **FRIENDLY** – I show compassion and empathy for all those I meet.
- » I am **HELPFUL** – I serve as a resource for parents and my sister volunteers.
- » I am **CONSIDERATE** – I share our unused cookie booths with other troops.
- » I am **CARING** – I thank parents and volunteers for their time and hard work.
- » I am **COURAGEOUS** – I choose to take the high road in my dealings with others.
- » I am **STRONG** – I strive to meet my responsibilities and ask for help when I need it.
- » I am **RESPONSIBLE FOR WHAT I SAY AND DO** – I am a good role model for others.
- » I **RESPECT MYSELF AND OTHERS** – I am polite and encourage girls to be the same.
- » I **RESPECT AUTHORITY** – I respect the retailers who allow us to sell at their businesses and remind others it is a privilege to do so.
- » I **USE RESOURCES WISELY** – I rely on the expertise of others.
- » I **MAKE THE WORLD A BETTER PLACE** – I encourage girls to participate and promote Cookies for the Community.
- » I am **A SISTER TO EVERY GIRL SCOUT** – I remember the cookie program provides life changing experiences for all the girls in our council and makes Girl Scouting possible tomorrow.

Cookie Dates & Timeline

This season's official public-facing sale dates are Jan. 19 - Mar. 2.

| | | |
|---------------------------|-------------------------|---|
| Before the Program | Dec. 2 | Exclusive Booth Round – starts at 8pm – one or two slots |
| | Dec. 3 | Cookie Booth Round 1 – starts at 8pm – 4 slots |
| | Dec. 4 | Cookie Booth Round 2 – starts at 8pm – 4 slots |
| | Dec. 5 | Cookie Booth Round 3 – starts at 8pm – 6 slots |
| | Dec. 6 | Open Booth Round 4 – starts at 8pm – If Walmarts are secured, Open Booth Round, if Walmarts are not secured, 8 slots- ***TBD*** |
| | Dec. 8 | Troop Initial Order due in eBudde by 11:59pm |
| | Dec. 9 | DOC Access for Volunteers |
| | Dec. 10 | Service Unit Initial Order Due |
| | Dec. 16 | DOC Access for Parents |
| | Jan. 8 - 20 | Extended Area Cookie Delivery/Cupboard Delivery |
| | Jan. 13 - 18 | DOC Presale Begins |
| | Jan. 18 | Metro Phoenix Cookie Delivery |
| During the Cookie Program | Jan. 13 - Mar. 2 | DOC shipping available |
| | Jan. 19 | Girl Scout Cookie Program starts |
| | Jan. 21 - Mar. 2 | Cupboards open – check eBudde for hours and locations |
| | Feb. 3 | Money due in troop account for first ACH (\$1.50 for each cookie package picked up through Feb. 2nd and money owed for t-shirts) ***** Does not include DOC packages |
| | Feb. 6 | First ACH |
| | Feb. 15 | Money due in troop account for second ACH (\$2.00 for each cookie packaged picked up through Feb. 16th) ***** Does not include DOC packages |
| | Feb. 21-23 | National Girl Scout Cookie Weekend |
| | Feb. 20 | Second ACH |
| | Mar. 1 | Bring Home the Cookies 5K at Westgate |
| | Mar. 1 | All Council Contest entries due |
| After Program | Mar. 2 | Girl Scout Cookie Program ends |
| | Mar. 9 | Final Rewards – troop submits final rewards in eBudde |
| | Mar. 9 | Parent/Guardian Outstanding Balance Form (T17s) due |
| | Mar. 12 | Service Units Submit Final Reward Choices |
| | Mar. 17 | All money due in troop account for final ACH withdrawal |
| | Mar. 20 | Final ACH |
| | April - June | Girl Reward Events and Girl Rewards Distributed (Check with Service Unit Reward Specialist or Troop Leader) |



Girl Scouts-Arizona Cactus-Pine 2025 Girl Rewards

My Personal Goal: _____ NUMBER OF PACKAGES

Approved by the Girl and Adult Advisory Committees

Top Selling Girls will enjoy dinner with GSACPC Co-CEOs

Digital Cookie Rewards



Cookie Techie Patch
Create DOC Website & Send 30 emails



Handle with Pop-in Charm
100+ DOC pkgs



Water Bottle AND Decals
300+ DOC pkgs



Panda Pouch
200+ DOC pkgs



Action Patch AND Decals
500+ DOC pkgs

Gift of Caring



Gift of Caring Patch
30+ CCC or TCC pkgs

Rally Patch



Rally Patch
Attend Neighborhood Rally

Volunteer



Volunteer Patch
2 per troop

Cookie Entrepreneur Family Pins

The Cookie Entrepreneur Family pin collection helps girls learn essential skills and how to think like entrepreneurs with support from their families.



Each Girl Scout level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate! Learn more at girlscoutsaz.org/entrepreneurfamily

Program Credits

Program Credits work similarly to a gift card and is a girl reward earned through selling Girl Scout Cookies and Fall Product. Girls may choose Program Credits instead of selected Cookie/Fall Reward items and they can be used to pay for a variety of Girl Scout products and activities. IGMS will also earn additional Program Credits in lieu of troop proceeds. Proceeds can be used at the Council Shop, GSUSA Shop Online, Council-Sponsored Programs, Membership Registration, Lifetime Membership Dues, Council Summer Camp, Services Unit Encampments or Day Camp, Travel, GSUSA Destinations and High Awards Projects. Program Credits expire 15 months from date of issue. For more details, visit girlscoutsaz.org/program-credits

Starting at 7200+ girls will earn \$25 in Program Credits for every additional 200 packages sold.

Initial Order Reward



200+ troop PGA on Initial Order
One shirt per girl plus one adult shirt per troop. Five additional shirts may be ordered at \$12 each.

Troop Reward



Troops with at least 3 girls selling and a Troop PGA of 350, will earn a \$200 voucher to be used at the GSACPC Amazon storefront.

2024 PGAs

Daisy 305
Brownie 354
Junior 450
Cadette 560
Senior 692
Ambassador 615

All rewards are subject to change. See website for detailed description of items and reward dates. Rewards are cumulative except for Opt-Out options. *Choice can be made between Program Credits (PC) or 2025 Summer Camp Voucher (SC). **Opting out of rewards means girls are forgoing all reward levels from 60 packages to the level specified. (All patches can be earned.) ***Mighty Mints are girls who sold 2000+ packages. ****Travel Vouchers can be used with any approved Girl Scout Travel Partner



Participation Patch
15+ pkgs



Cooling Bandana
60+ pkgs



Panda Hand Towel
90+ pkgs



Panda Wash Mitt
120+ pkgs



Fidget Beanbag Rock Cairns
150+ pkgs



Bamboo Plush
180+ pkgs



Panda Hair Drying Towel
230+ pkgs



Journal AND Dangler with Charms
330+ pkgs



"Mei Lan" the Panda
380+ pkgs



Bamboo Crossbody Bag
440+ pkgs



Super Seller Patch, Utensil Set, Bento Box AND Sandwich Shaper
500+ pkgs



As You Wish GS Event
(Financial Badge Workshop Included)
2 Dates Available OR
\$325 PC/SC
550+ pkgs



Duffel Bag, Neck Pillow AND Travel Case
OR *\$45 PC/SC
650+ pkgs



WWF - Panda Adoption Includes Photo, Adoption Certificate AND Plush
OR *\$60 PC/SC
800+ pkgs



Goal Getter Patch
AND *\$125 PC/SC
1000+ pkgs

SCHEELS

GS Overnight Experience at Scheels
6/29-6/30/25 (Mighty Mints Acknowledgment****)
OR *\$200 PC/SC
2000+ pkgs



***\$300 PC/SC**
3000+ pkgs

Choose Your Own Travel Adventure

\$500 Travel Voucher**** OR
\$400 PC/SC
4000+ pkgs

\$1000 Travel Voucher**** OR
\$500 PC/SC
5000+ pkgs

\$1500 Travel Voucher**** OR
\$600 PC/SC
6000+ pkgs

\$2000 Travel Voucher**** OR
\$700 PC/SC
7000+ pkgs

Opt-Out** Reward #1

Sell **330 pkgs** and opt-out of all rewards then choose **\$30 Program Credits** OR a **\$30 Summer Camp Voucher**



Opt-Out** Reward #2

Sell **550 pkgs** and opt-out of all rewards then choose a **\$150 Design Your Own Converse Shoe Voucher** OR **\$100 Program Credits** OR a **\$100 Summer Camp Voucher**



Opt-Out** Reward #3

Sell **1000 pkgs** and opt-out of all rewards then choose **\$325 Program Credits** OR a **\$325 Summer Camp Voucher**



Opt-Out** Reward #4

Sell **3000 pkgs** and opt-out of all rewards then choose **Electric Bike/Bike** OR **\$1,000 Program Credits** OR a **\$1,000 Summer Camp Voucher**



Opt-Out** Reward #5

Sell **5000 pkgs** and opt-out of all rewards for an **Apple Bundle** (MacBook Pro 13.3-inch AND iMac) AND a **\$1,000 Travel Voucher******



Opt-Out** Reward #6

Sell **7000 pkgs** and opt-out of all rewards for everything in **Opt-Out Reward #5** AND a **\$2,000 Travel Voucher******



Support the Girl Scout Movement

The Power of Cookies

The Girl Scout Cookie Program has funded Girl Scouting for over 110 years and has provided the resources for millions of girls to experience Girl Scouting. From camp and travel to STEM and everything in between, the cookie program provides the funding.

When girls participate in the cookie program, they are honoring girls that came before them and leaving a legacy for future girls to enjoy the opportunities that Girl Scouts provides. Whether you sell 10 packages or 1,000 packages, you are contributing to the success of the Girl Scout Movement in Arizona.

One hundred percent of cookie proceeds stay in the Arizona Cactus-Pine Council to benefit local Girl Scouts. Cookie proceeds fund 75% of our Council's operating expenses.

Where exactly does the money go?

How the 2025 cookie crumbles



Girl Scout Cookie Season

Welcome to the 2025 Girl Scout Cookie Program! As a Troop Cookie Manager, you have the privilege of bringing out the passion and drive in girls so they can achieve their goals. This exciting program has empowered millions of girls with entrepreneurial and financial knowledge for over 110 years. With your guidance, girls will develop the skills needed to become independent women of the future.

Your primary responsibilities:

- ☐ Complete volunteer training with your Service Unit Cookie Manager. Expect emails from your Service Unit person to receive training. Cookie manager will not have access to eBudde until training is complete and TPM signed.
- ☐ Manage the cookie program in eBudde, the online cookie management system (either on the desktop version or the eBudde™ Troop App Plus).
- ☐ Distribute materials and ask for support from parents.
- ☐ Work with your troop to incorporate Badge Work into the Girl Experience.
- ☐ Sign up for Council Booths or input self-scheduled booths in eBudde.
- ☐ Enter orders from girl order cards and keep eBudde up to date.
- ☐ Highly recommended to pick up cookies and re-order at least weekly.
- ☐ Distribute cookies to girls/parents.
- ☐ Collect money from cookie pickups and issue receipts.
- ☐ Enter and distribute girl rewards.

Have questions or need support?

Contact your local Service Unit Cookie Manager, your Member Support Executive (MSE), or the Product Program Team at productprogram@girlscoutsaz.org or (602) 452-7030.



Important Links

- » **Troop Product Manager Agreement** – <https://girlscoutsaz.jotform.com/242036631841855>
Troops must sign this online agreement before a troop can participate in the cookie program.
- » **Initial Order** – [CALCONIC Calculator](#)
This link helps you calculate the cookies to order (by flavor) on your Initial Order.
- » **Digital Cookie** – [Digital Cookie \(girlscoutsaz.org\)](https://girlscoutsaz.org)
- » **Little Brownie Bakers** – littlebrowniebakers.com and youtube.com/LittleBrownieBakers
A great source for clip art, activities, videos and blogs about goal setting, volunteer success, selling tips, Cookie Rookie information, Take Action Projects, and more.
- » **Full Cookie Program Manual** – <https://www.girlscoutsaz.org/en/cookies/cookie-program-resources.html>
- » **Cookie Contests** – girlscoutsaz.org/cookie-contests

Building Your Cookie Team

Managing the Girl Scout Cookie Program is a rewarding and worthwhile experience. Watching girls develop the skills and confidence they need to be successful and confident is an experience you will never forget. Many of our veteran volunteers have shared stories about shy girls who become articulate entrepreneurs because of the skills they learned by participating in the program. It's an enriching experience that benefits the lives of both the girls who participate and the adults who mentor them.

Like all worthwhile activities, the cookie program can seem daunting for new leaders and new troops. With some training and support from your Service Unit Team and the Product Program Team, and by building a strong Troop Cookie Team, it will all fall into place. Having a collaborative and supportive Troop Cookie Team is vital and will enhance the cookie program experience for both girls and adults.

The Product Program Team recommends the following Troop Cookie Team structure and that the Troop Leader **not** hold these positions. Parents, grandparents, aunts and uncles and recent Girl Scout graduates all make great volunteers. Many people are willing to help. Sometimes all you need to do is simply *ask* them!

Troop Cookie Manager(s)

The Troop Cookie Manager oversees the logistics of the program and keeps the program running smoothly. She or he is responsible for eBudde, handling the troop cookie finances, organizing troop booth sales and managing troop and girl inventory. This volunteer must be extremely organized and detail-oriented.

The position can be shared. For example, one volunteer can manage eBudde and cookie finances, one can schedule booths, and another can regulate troop and girl cookie inventory and handle parent/girl communication.

Cookie Program Volunteer(s)

The Cookie Program Volunteer will mentor the girls through the educational portion of the program. She or he will implement a girl-led curriculum incorporating the Five Skills and include badge work. This position can be held by more than one volunteer. In fact, a small team of parent volunteers or older girls can coach different subjects.

Parent Volunteers

Parent volunteers can help with many different tasks, activities and booths during the cookie season. They can self-schedule booths, chaperone booths, run events, host meetings, track girl inventory, pick up inventory and prep Girl Program supplies.

Older girl troops may want to create their own Cookie Team, with adults mentoring in supportive roles. For example, older girls can self-schedule booths, manage inventory and communicate with each other about money owed and marketing techniques.

If you have a difficult time getting one person to commit to a large role, think about breaking the job responsibilities into smaller, less time-consuming volunteer roles.

This is your Troop Cookie Team. You are encouraged to be creative and innovative as you develop it.

Help her market like an entrepreneur

Troop Resources

If your troop is planning in-person cookie sales events, there are lots of ways girls can creatively rise to the occasion! Whether they run a traditional, drive-thru or pop-up booth, girls will have fun making signs — and gain valuable experience managing money and talking to customers.



Get the Essentials!

Refer to our Volunteer Essentials and Safety Activity Checkpoints at girlscoutsaz.org/blueprint. You'll get just about everything you need, including basic facts, forms and tips for planning outdoor activities, managing troop finances, promoting safety, arranging trips and selling cookies.

Help girls plan their in-person events with these action steps:

- » Early on, determine what type of booth girls would like to host, following council safety guidelines.
- » Use eBudde™ and the eBudde App if scheduling an in-person booth — the system will also help you allocate booth sales to individual girls after the event.
- » Discuss with girls how transactions with customers will be handled safely.
- » Hold a booth planning meeting, in person or virtually, so girls can divide roles, design their booths and create signage to attract customers.
- » Spread the word about your upcoming event on social media.

Who can sell Girl Scout Cookies?

Daisies and Brownies

Girls in this age group want to tell everyone about being a Girl Scout. Use this excitement to build sisterhood and trust in your troop. To introduce the concept of community, talk about the millions of other Girl Scouts, just like them, who are also selling cookies.



Juniors and Older

As girls get older, they will enjoy engaging in progressively more complex conversations about inclusivity, acceptance and community.



What kind of cookies do Girl Scouts sell?

Getting to know the Girl Scout Cookie flavors can be fun! Use memory games to get younger girls familiar with the flavors.

Everyone likes to sample the cookies. If available, pass out cookie samples at your troop meeting. Girls may also enjoy attending a Service Unit Cookie rally where cookie samples are generally provided. Attend your local leader meeting for more information.

- » **\$6 PER BOX** – Core Cookie Flavors Thin Mints, Samoas, Tagalongs, Trefoils, Lemon-Ups, Do-si-dos and Adventurefuls
- » **\$7 PER BOX** – Specialty Cookies – Gluten-free Toffeetastics and Girl Scout S'mores (Last year for S'mores)



When can she sell cookies?

Girl Scouts should be a sister to all and not take orders or sell before the start date. Review the cookie program sales dates with girls and let them know when they can start selling cookies! Refer to page 6.

Why should she sell cookies?

It's all about girl learning and generating the income to finance girl learning. In Girl Scouts, the girls selling the product get to decide how to spend the troop proceeds they earn. This approach is unique to Girl Scouts and is the bedrock of the program.

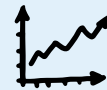
Girls will learn practical skills they will use throughout their life as they run a business and make decisions about the money earned. All girls will set goals and create a strategy to reach them. Younger girls will learn how to count change and speak to customers; older girls will build complex budgets and dive into profit and loss principles. And the best part – the badge curriculum is top notch and turnkey-ready for girls.

But wait, there's more! Not only will the girls in your troop learn lifelong skills selling cookies, the program is also the financial pillar of the organization. Girls earn funds for their troop and funds that support all Girl Scout programming in the Council. The cookie program provides the resources to finance everything from troop trips and service projects, to summer camp and volunteer training.

Take time at your meeting to discuss how participating in the cookie program not only supports her own troop experience, but also connects her to the bigger Girl Scouting Movement. The cookie program has supported Girl Scouting for over 100 years. Without it, there would be no Girl Scouting for anyone. Like the girls who came before her, her participation is critical to the future of the movement.

To make it Girl-Led... let Girls Lead!

Everything girls do in Girl Scouting is designed to help them grow into leaders of courage, confidence and character. The skills girls learn through the Cookie Program will help them grow into leaders in their own lives, leaders in business and leaders in the community.



GOAL SETTING

Girls set cookie sales goals individually, and with a team, create a plan to reach them.



DECISION MAKING

Girls decide where and when to sell cookies, how to market their business, and what to do with their earnings.



MONEY MANAGEMENT

Girls develop a budget, take cookie orders and handle customers' money.



PEOPLE SKILLS

Girls learn how to talk (and listen!) to their customers, as well as how to work with other girls.



BUSINESS ETHICS

Girls act honestly and responsibly during every step of the cookie program.

Where does she sell cookies?

Girls can sell cookies in a variety of places. She can sell cookies to friends and family in person or through her Digital Cookie site, she can go on walkabouts, she can make posters or deliver a presentation to mom or dads' work colleagues, or set up a standabout (with permission from the property owner) on non-commercial property.

And she can also booth! Eighty percent of troops booth because it's a great way to sell cookies, connect with the community, and gives girls a safe setting to learn how to express themselves by interacting with customers.

Recently, a popular TV show portrayed a family selling Girl Scout Cookies by just loading up the car and setting up shop in front of a random store. When it didn't work out at that location, they simply packed up and found another store front to set up their booth. In reality, it's more organized than that. While booting is a great way to sell cookies, increase your customer base, and connect with the local community, there are specific processes that must be followed to ensure girl safety, prevent double bookings and comply with requests from our corporate booting sponsors. Please refer to page 28 to review booting policy and procedures.

Girls are encouraged to be creative when deciding where to sell cookies; however, there are a few places girls cannot sell or market cookies, including (but not limited to) any public-facing social media platforms (including Next Door, Craigslist, Facebook Marketplace, etc.), in front of marijuana dispensaries or any place she cannot legally enter, or at a booth location that has not been approved through the Council.

Excluding cookies shipped through Digital Cookie, Girl Scouts can only sell cookies in their council's jurisdiction. Please refer to page 46 for the Arizona Cactus-Pine Council jurisdiction map.

How does she sell cookies?

Deciding how to sell cookies is part of the learning for the Troop Leaders, parents and girls. It's an important piece in the program and clear planning will help girls (and you) be successful.

The first step in creating a plan to sell cookies, is deciding how many cookies the girls want to sell, which leads to goal setting. All girls can set goals. At your first cookie meeting, guide girls through the goal setting process.

As part of the goal setting process, girls should understand the concept of needs versus wants. Discuss the resources needed for troop supplies, snacks, etc. and what the troop wants to do for fun, like afternoon field trips and long-term travel goals. Don't forget to talk about the resources needed for service projects, supporting their favorite charity or resources for high awards.

The steps below can be modified to mentor the girls through individual or troop goal setting. Girls' voices should take priority in this discussion. Remember, Troop Leaders **cannot** mandate that girls sell a specific number of cookies – it's up to the girls (and their parents/ care givers).

Work through the steps below to help girls set goals and determine their sales plan to reach them.

Simple Steps to Develop a Cookie Goal

Discuss the purpose of the goal.

- » Why do Girl Scouts sell cookies?
- » Who benefits from the money earned in the cookie program?
- » Why does she want to sell cookies?

Set a goal.

- » Make sure the goal is specific, measurable and trackable.
- » Talk about time management and the effort needed to reach her goal.
- » Confront unrealistic goals but encourage her to stretch outside her comfort zone.

Break the goal into smaller steps and benchmarks.

- » Write down the big goal and work through ways to achieve it.
- » Set a focus within the goal. For example, walkabouts during the week, booths on the weekends.
- » Set benchmarks to mark progress. Use a poster board to map out progress or use the Digital Cookie site to record progress.
- » Talk about potential obstacles.

Discuss the number of booths and walkabouts it may take to achieve the goal.

- » Think about ways to stay positive. What will she do if she feels like giving up?
- » Celebrate effort, determination and persistence. Setting goals and working to achieve them is hard work!
- » Praise her when she meets a benchmark. Put it into perspective when she doesn't.



Parent/Caregiver Meeting

Girls and Troop Leaders should spend time planning a parent/ caregiver meeting. With a little coaching, girls can come up with clever, fun and informative ways to share their individual and troop goals. They'll have even more fun telling their parents how they want to spend the proceeds!

Girls can talk about the difference between troop needs and wants and share long and short-term goals. To add more pizzazz and style to the meeting, help girls develop a marketing and sales plan and then wow the parents by having the girls present their campaigns.

Encourage the girls to explain the importance of inventory management to their parents. They can illustrate how they would need to sell more than four boxes of cookies to pay for just one unsold box.

Girls can stress to parents they should only take the number of cookies they can sell (they can always come back for more), the importance of communicating girl inventory numbers to the troop, and turning cookie money into the troop weekly, and that cookies can't be returned to the troop.

Girl Scouts is a safe environment where you have the freedom to have fun while learning. Entertaining ways to present topics include skits, posters, girl-made videos, songs, cookie Jeopardy, or other fun interactive trivia games.

Parent meetings are also the perfect place to get more help! Explain the ways parents can be involved in their daughter's cookie selling experience. You may wish to create a one-page flyer to highlight the logistics.



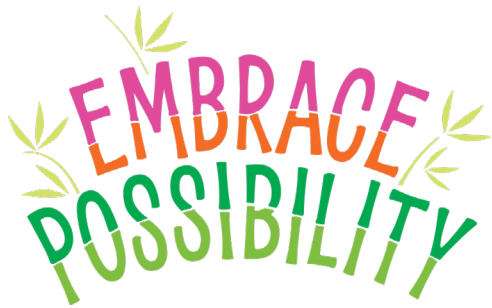
Logistic Topics to Be Covered with Parents

- » The Parent/Guardian Permission and Financial Agreement must be signed. If the agreement has already been signed for the Fall Product Program in the same membership year, it also covers the cookie program.
- » Cookie selling dates. Girls cannot begin selling (or taking orders) until the start date.
- » Inventory management. No more than 200 unpaid packages of cookies should be checked out to a girl, unless she has a proven track record. Additional cookies can be checked out when the money is turned in.
- » Cookies *cannot* be returned to the troop; ask parents to only take what they can sell. They can always get more.
- » Explain who to contact to pick up more cookies.
- » Communicate the troop schedule for turning in cookie money.
- » Talk through the process of how to sign up for booths.
- » Discuss proper booth behavior and protocol. Do parents drop off girls at the booth? Will you be at every booth or do you need parent booth chaperones? What is the money handling procedure? How are girls expected to act at booths?
- » Emphasize the importance of keeping booth commitments. Emergencies happen, but canceling at the last minute hurts the entire troop and the entire Council. ***Because no shows hurt everyone, they may result in the troop losing additional booths.***
- » Review the Cookies for the Community Program, cookie contests and promotions.
- » Discuss girl safety.
- » Guide parents to gsLearn trainings.
- » Guide parents to the website.

Inspire her to dream big

Goal Setting

Goal setting is one of the six essential skills girls develop through the Girl Scout Cookie Program.® With your support, they'll learn how to set realistic goals and achieve them.



Encourage girls to keep climbing. Once they set a package goal, they might challenge themselves further, like building more marketing or entrepreneurship skills.

Six Essential Skills

1. Goal Setting

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

Action steps: Encourage girls to set incremental, achievable goals. Help girls break down those goals through setting weekly challenges.

2. Decision Making

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

Action steps: Talk with girls about how they plan to spend the troop's cookie earnings.

3. Money Management

Girls learn to create a budget and handle money.

Action steps: Build on girls' interest in learning to manage all facets of the cookie business, such as creating a budget to fund a troop experience or figuring out the percentage of customers who selected the donation option.

4. People Skills

Girls find their voice and build confidence through customer interactions.

Action steps: Ask girls about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

5. Business Ethics

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

Action steps: Talk to girls about the importance of delivering on their promise to customers. They can also consider offering a Cookies for the Community option.

6. Managing Uncertainty

Girls learn to manage uncertainty at GSACPC.

Action steps: Encourage girls to persevere through unforeseen challenges and uncontrollable circumstances.

Badges, Patches and Pins

How can you inspire girls to think courageously? Let girls know how they can earn a **badge, patch, or pin** — and wear it on their vest or sash — as a symbol of their important Girl Scout Cookie Program achievements.

Girls can earn one of the Cookie Business badges this year when they complete requirements that help them develop new skills as they learn and grow their business. Badges are official Girl Scouts of the USA recognitions that can be placed on the front of their Girl Scout uniform.

Girls collect patches as they achieve specific cookie program milestones, including things like sending emails, selling at booths and using Digital Cookie. These are fun patches that can be worn on the back of the uniform to show her cookie business success.

Where you'll learn more:

- girlscoutsaz.org
- girlscouts.org/cookiebadges
- girlscoutcookies.org/troopleaders for poster download

Patches and pins can be used for recognition at any point in the Girl Scout Cookie season, from the earliest planning meetings through the booth phase.

Where you'll learn more:

- girlscoutsaz.org
- LittleBrownie.com/volunteers

Check out the Cookie Business badges and Financial Literacy badges at
girlscouts.org/badgeexplorer.

Cookie Entrepreneur Family Pins

The Cookie Entrepreneur Family pin collection helps girls learn essential skills and how to think like entrepreneurs with support from their families.

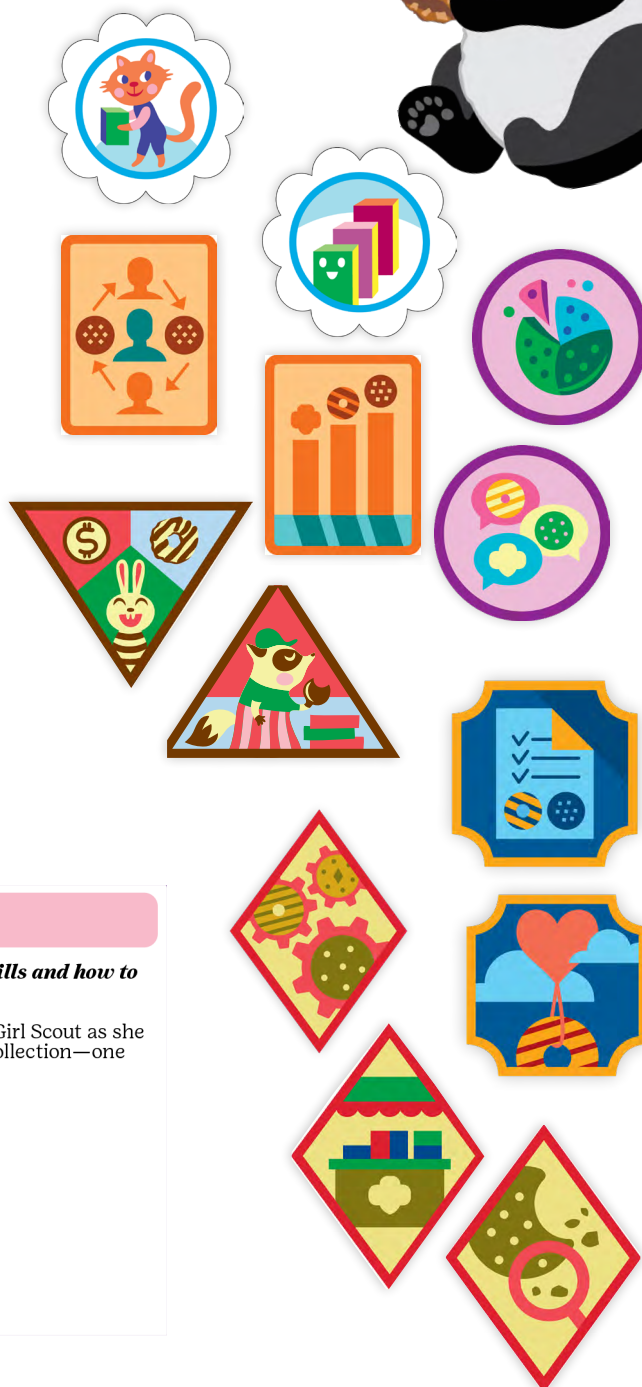
Each Girl Scout level has its own set of requirements to help families guide their Girl Scout as she runs her own cookie business year after year. Girls can earn all 13 pins in the collection—one unique pin for every year they participate!






















Learn more at girlscouts.org/entrepreneurfamily

On average, Girl Scouts were
two times as likely
to have done entrepreneurial
activities as other girls!

"Today's Girls, Tomorrow's Entrepreneurs"
Girl Scout Research Institute, 2019









Our Vision: Girl Scouts develop business skills as they become cookie entrepreneurs.

| Award/Badge | What Girl Scouts Learn |
|---|--|
| Daisy (Grades K–1) Cookie Goal Setter  | How to run their own business working with their troop to decide how to use their money, set goals, and share those goals with real customers |
| Daisy (Grades K–1) My First Cookie Business  | How to sell cookies and excite customers with a sales pitch and how to use the troop's earned cookie money |
| Daisy (Grades K–1) Cookie Entrepreneur Family Pin  | How to have fun with their family while running their Girl Scout Cookie® business. Families help Daisies take their first steps to selling cookies |
| Brownie (Grades 2–3) Cookie Decision Maker  | How to think like an entrepreneur by working with their team and making decisions for the success of their cookie business |
| Brownie (Grades 2–3) My Cookie Customers  | How to get new customers, talk to them about the cookie business, and keep them coming back |
| Brownie (Grades 2–3) Cookie Entrepreneur Family Pin  | How to have fun with their family while running their Girl Scout Cookie business, such as setting a stretch goal, brainstorming ideas, and practicing their sales pitch with their families |
| Junior (Grades 4–5) Cookie Collaborator  | How to collaborate with their troop, community, and network to set goals, make decisions, and grow their cookie business |
| Junior (Grades 4–5) My Cookie Team  | How to use teamwork to help their cookie business by bringing their different skills and ideas together to meet their goals |
| Junior (Grades 4–5) Cookie Entrepreneur Family Pin  | How to have fun with their family while running their Girl Scout Cookie business, such as developing their sales strategy and fine-tuning their sales pitch |
| Cadette (Grades 6–8) Cookie Innovator  | How to make smart money decisions that reflect their values, explore their money habits, and know how to track their spending |
| Cadette (Grades 6–8) Cookie Market Researcher  | How to create a budget for their future based on earning power, living expenses, and giving back |
| Cadette (Grades 6–8) My Cookie Venture  | How to invest, manage their spending habits, be a safe and savvy spender, and make informed money decisions |
| Cadette (Grades 6–8) Cookie Entrepreneur Family Pin  | How to take the lead while getting support from their family when running their Girl Scout Cookie business, including hitting benchmarks, financial planning, and growing their customer network |
| Senior (Grades 9–10) Cookie Boss  | How to lead with confidence as they become the boss of their cookie business to reach their goals |
| Senior (Grades 9–10) My Cookie Network  | How to use their network—their team, customers, and those who support their business—to strengthen their customer base and take their cookie business to the next level |
| Senior (Grades 9–10) Cookie Entrepreneur Family Pin  | How to take charge of their Girl Scout Cookie business by setting and reflecting on goals, strategy, the future, marketing, and showing appreciation, plus letting their family know how to support them |
| Ambassador (Grades 11–12) Cookie Influencer  | How to become an authority on their cookie business, come up with new ways to share information so it makes a big impact, and inspire younger Girl Scouts |
| Ambassador (Grades 11–12) My Cookie Business Resume  | How to market themselves and showcase their cookie business accomplishments in a resume and portfolio to stand out as someone who knows how to think like an entrepreneur |
| Ambassador (Grades 11–12) Cookie Entrepreneur Family Pin  | How to take charge of their Girl Scout Cookie business, including sales, learning goals, money management skills, and inspiring younger Girl Scouts, plus letting their family know how to support them |

Girl Scout Entrepreneur Badges

Our Vision

Girl Scouts develop the entrepreneurial mindset by creating their own products and businesses.

| Award/Badge | | What Girl Scouts Learn |
|--|---|--|
| Daisy (Grades K–1) Toy Business Designer |  | How to come up with an idea for a toy, design it, make it better, and share it—just like an entrepreneur |
| Brownie (Grades 2–3) Budding Entrepreneur |  | How to become an entrepreneur by making something, testing it out, improving their idea through feedback, and then pitching it to others |
| Junior (Grades 4–5) Business Jumpstart |  | How to come up with an idea that solves a problem, get feedback and revise it, and pitch it to others to bring it to life like an entrepreneur |
| Cadette (Grades 6–8) Business Creator |  | How to think like an entrepreneur: come up with a business idea that solves a problem, design a prototype, solicit feedback, improve their idea, then create a business plan and pitch it |
| Senior (Grades 9–10) Business Startup |  | How to find out more about the entrepreneurial mindset and what it takes to start their own business, including coming up with a business idea, designing a prototype, soliciting feedback, improving their idea, then creating a business plan and pitching it |
| Ambassador (Grades 11–12) Entrepreneur Accelerator |  | How to think and act like an entrepreneur as they bring their business to life, learn how to work with a team, and motivate people to take a chance with them. They will come up with a business idea, produce a prototype, identify customers, solicit feedback, improve their idea, then create a business plan and pitch it |

Cookie Logistics

The most important tip, especially for new leaders, is **don't expect this to go perfectly**. Things are bound to happen, so expect the unexpected, focus on the big picture and allow yourself (and the girls) to learn while doing. Working with girls can be a glorious mess and wonderfully rewarding all rolled into one. Girl Scouts is a safe environment where you have the freedom to have fun while learning. Your Product team is here for you. Reach out to us here via email at productprogram@girlscoutsaz.org.

Troop Initial Orders

Making a healthy, but responsible, initial order to start off the cookie season will not only benefit your troop, it also helps manage inventory council-wide. A strong initial order will provide your troop with enough cookies to get through the first couple weeks of the program without having to visit a cupboard.

This is a time saver for the troop because multiple trips to the cupboard takes time and energy best spent elsewhere. Cookies go incredibly fast during the first few weeks of the program and under ordering will cause unnecessary stress on the troop. Initial orders help everyone!

- » It gives the Council and the Bakery an idea of how many cookies are needed council-wide throughout the program and helps keep cupboards better stocked.
- » Data shows that cookies will sell fast at the beginning of the program. If you under order, you may need to make multiple trips to the cupboards, which can be overwhelming.
- » Over-reliance on the cupboards will create cookie shortages and long lines at the cookie cupboards. Please **do not** use the cupboard to pick up your initial order.
- » There is a Girl Reward tied to initial orders!

How To Make An Initial Order

Making a responsible initial order is quick and easy. Simply use the Initial Order Calculator on the council website . It will give you a breakdown by flavor of what to order based on your troop's sales last year. You can even adjust for girl participation.

How Does the Initial Order Calculator Work?

For returning troops, GSACPC recommends that the initial order be equal to 85% of the troop's total per girl average (PGA) from last year, multiplied by the number of girls selling this year:

Initial Order Calculation Example

Previous Year's Troop PGA = 170 packages

$\text{PGA} \times .85 = 144.5$

Girls selling this year = 10

$144.5 \times 10 = 1,445$ packages

New troops can also use the calculator!

It will calculate the initial order using the total Council PGA for the specific age group. If you are concerned about how many to order, it's a good idea to discuss your initial order with your Service Unit Cookie Manager or other experienced Troop Leaders in your area.

Once the number of cases needed for the Initial Order is determined, troops enter it into eBudde and submit it. You may submit your Initial Order as soon as you have access to eBudde, but you will not be able to change it later. The Initial Order must be submitted before the deadline. Don't forget to submit your Initial Girl Reward Order, too, if your troop has earned it.

Best Practice

Troop cookie inventory should be placed under the *other row* in eBudde by flavor. The *other* category is used to keep track of your *troop cupboard*. Cookies are transferred from other to individual girls as they check them out throughout the program. This keeps your inventory record clean and easy to manage.

Initial Order Girl Rewards

Initial Order Girl Rewards are tied to the *per girl average* of the troop's initial order based on the number of girls selling (not girls registered) in your troop and is submitted at the same time as the Initial Order for troop inventory.

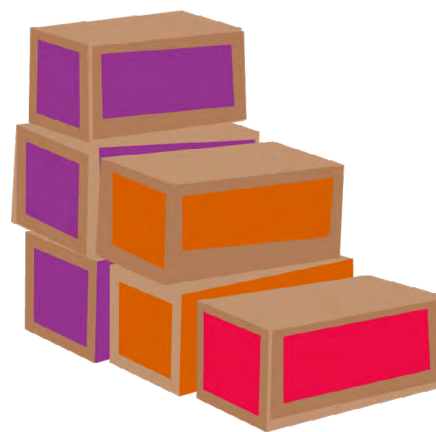
eBudde Tip: For eBudde to calculate the per girl average (PGA) for the initial order, you must assign ONE package of cookies for each girl selling in eBudde. Most troops assign each girl selling a box of Thin Mints.

Caution! *If you meet the PGA required to earn the Initial Order Reward but fail to assign EACH girl selling ONE box of cookies, eBudde won't be able to calculate the Initial Order Girl Reward. This means the item won't be ordered for your troop and you may have to forfeit the reward because Council does not have enough stock to fulfill Girl Reward orders that were not entered into eBudde.*

If you are unsure how to enter your initial order and initial order girl rewards into eBudde, please contact your Service Unit Product Manager and/or visit our website for eBudde tutorials and the Council Specific eBudde manual.

Cookie Delivery

Cookie Delivery is an exciting weekend in January when over two million packages of cookies are distributed throughout the Council.



How It Works

The Product Program Team schedules a delivery site, date and time with each Service Unit. The Service Unit schedules a cookie pick-up time with each troop. The troop schedules a cookie pick-up time with girls and parents.

Each Service Unit manages delivery day a little differently. Your Service Unit will contact you about delivery logistics.

Please Keep the Following in Mind:

- ☐ Arrive at the date, time and location assigned by your Service Unit Product Manager.
- ☐ Small children should be left at home due to safety concerns.
- ☐ Count and re-count cases of cookies before you sign the delivery receipts. Once you have signed for the cookies, they are your responsibility.
- ☐ Keep your delivery receipt!

The chart outlines how many cookies should fit in your car. These amounts assume the car will be empty, except for the driver. Make sure you bring enough vehicles to pick up your entire order.



| CAR TYPE | # OF CASES |
|-----------------------------------|------------|
| Compact Car | 23 |
| Hatchback Car | 30 |
| Mid-size sedan | 35 |
| Standard Car | 35 |
| Sport Utility Vehicle | 60 |
| Station Wagon | 75 |
| Mini-Van (<i>seats in</i>) | 75 |
| Pick-up Truck (<i>full bed</i>) | 100 |
| Cargo Van (<i>seats in</i>) | 200 |

Throughout the Program

There are simple, but crucial elements of the Girl Scout Cookie Program that must be completed throughout the program.

Troop Inventory

Cookie Inventory

It is critical that cookie inventory is closely monitored. Remember the troop must sell more than four boxes of cookies just to pay for one unsold box. A large surplus at the end of the program can wipe out troop proceeds and create many ill feelings. Troops cannot return cookies to Council, just like the Council cannot return cookies to the Bakery.

Girl Inventory

Communication with girls and parents is key! It is critical that troops have a clear picture of how many packages of cookies remain unsold in their troop. Girls should be reporting their inventory status AND turning money in.

Girls should only take the number of cookies they can sell. Troops should limit the amount a girl can have checked out at one time to a maximum of 200 unpaid packages – unless she has a proven track record. Troops cannot turn in parents for unpaid cookies over 200 packages. Remind parents that girls can always come back for more!

Regardless of the number of cookies a girl has, troops should never give girls additional product if they haven't turned in cookie money.

On the other hand: Troops cannot arbitrarily assign a number of cookies that each girl **MUST** sell or require that each girl sell the same amount. Troops can make goals, encourage and mentor, but cannot force a girl or parent to take cookies. Nor can troops require payment when girls pickup cookies. Payment cannot be collected from parents until the cookies are sold.

How Many Boxes of Cookies Should You Give to Each Girl? Things to Consider:

- » How many boxes does the girl want to sell (goal)?
- » How much parental support does she have?
- » How much time does she have to booth?
- » Can she sell at her parent's workplace?
- » Is she using Digital Cookie?

Girl Inventory Affects Troop Inventory

Check girl inventory before going to a cupboard. It is better to use unsold girl inventory at a booth than to stock up troop inventory and leave the girl and parent unable to sell (or pay for) the cookies she has checked out.

Use the Girl Cookie Counter located on the council website or create a shareable online document to track girl inventory in real time.

Troop Inventory

Troops are financially responsible for the cookies they order. Most troops easily sell the inventory they check-out. However, occasionally troops will order more than they are able to sell. This can be caused by a sudden illness or an unexpected situation. If you find your troop has over ordered cookies, don't panic, but be proactive and immediately follow the steps on the next page.

- » Time is critical! Post excess cookies on the Cookie Exchange in eBudde (remove the post immediately after they have been transferred out).
- » Pick up additional booths in eBudde or self-schedule booths.
- » Talk to parents. They may be able to work with their daughter to sell additional cookies.
- » Contact your Service Unit. They may be able help you network with troops looking for cookies.
- » Use inventory for Troop Cookies for the Community donations.
- » Contact your MSE and the Product Program Team.

And remember when you need more cookies, help your sister troops! Before you pick up cookies from a cupboard, use the Cookie Exchange in eBudde to see if there is another troop who can transfer cookies into your troop. They may even deliver!

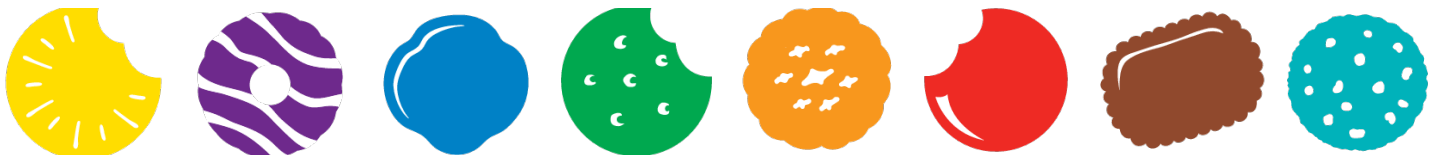
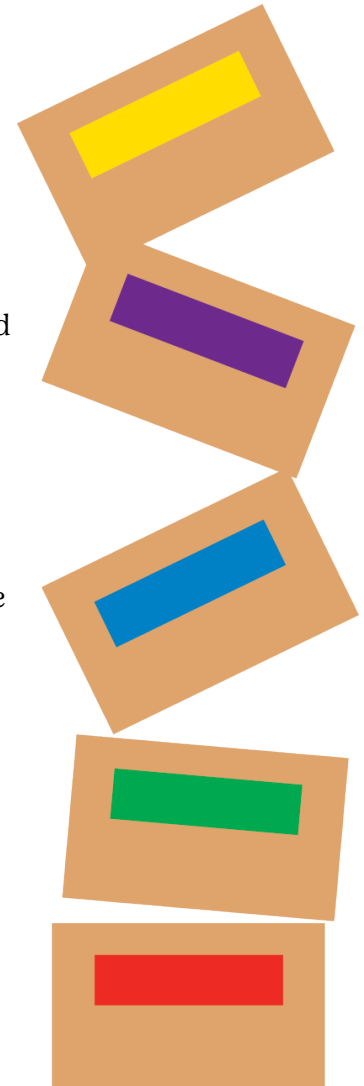
Restocking Troop Inventory at Local Cupboards

Cupboards are satellite inventory stocking stations for volunteers across the council. Generally, cupboards are in the garage of volunteers' homes. Council Cupboard locations are listed on the dashboard in eBudde. For safety reasons, the locations of the cupboards are not listed on the website. Hours of operation, special instructions and current inventory availability are all listed in eBudde under the transaction tab and specific cupboard location.

To help ensure that girls consistently have access to the cookie flavors they need, cupboards are strategically consolidated throughout the program. Email notifications are sent to announce cupboard closures and the information is posted on the eBudde Dashboard.

Cupboard volunteers spend countless hours assisting volunteers and managing inventory. Please treat them with the utmost respect and follow these guidelines:

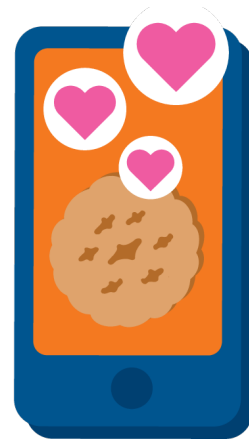
- » Orders must be entered into eBudde 24-48 hours prior to pick up. Exceptions may be made for unexpected inventory needs, but please don't abuse the practice. See the eBudde training for details on how to enter your cupboard order.
- » The person picking up the inventory must be entered into eBudde and they must know their password for the cupboard to release the cookies. See the eBudde training for details.
- » Cupboards distribute cookies by case or packages.
- » Cookies cannot be returned!
- » Generally unopened and sealed cases of core flavors may be exchanged for a different case of cookies; however, exchanges may be limited or not allowed at the end of the program. Exchange flavors early during the sales period.
- » Exchanges of specialty cookies are not allowed. Specialty cookies can only be exchanged with each other.
- » Damaged cases and packages may be exchanged.
- » If there is a council-wide cookie shortage, cupboards may limit the amount troops can pick-up.



Telephone

Girls can call contacts from previous sales to see if they would like to purchase cookies again.

Call customers again before the end of the program to thank them and ask if they need additional cookies. Older girls may want to text friends and family to let them know “It’s Cookie Time!”



Businesses

- » Girls may approach local businesses and ask to sell cookies in the workplace.
- » Girls may ask local businesses to sponsor a “Milk and Cookies” event. The employer purchases Girl Scout Cookies as well as milk for their employees. Girls can take additional orders from the employees.

Digital Cookie

Digital Cookie is the only platform where girls can sell Girl Scout Cookies online. This tool will help your Girl Scout enhance her cookie business with online and mobile channels that make it easy for cookie fans near and far to contribute to her success.



Girls will use the DOC platform to build personalized business pages where they can earn badges, set goals, use bar graphs and pie charts to track boxes sold and document service projects. Plus, they will have fun playing cookie trivia and other games.

All registered Girl Scouts will receive an email in December inviting them to participate in this exciting program. This secure online system allows girls to design personalized online storefronts to share their cookie program goals and invite customers to support them. Girls 13 and over will need to have their own email address to use DOC.

Digital Cookie Mobile App: Girls can use their Digital Cookie mobile app on walkabouts and for in-person sales! ***After girls have set up the Digital Cookie website***, they can download the app and use the same log-in as their Digital Cookie website.

The Customer Digital Cookie Experience

Customers must receive an email from a Girl Scout. Customers cannot go directly to a girl’s storefront. Online storefronts will share cookie and service project goals and customers can see a picture or video of their favorite Girl Scout.

All digital cookies are paid for online with a credit card and can be delivered in three ways:

- » Cookies are shipped directly to the customer. This is the perfect option for out-of-town friends and family who want to support their favorite Girl Scout! Delivery charges will apply.
- » Girls can deliver cookies to local friends and family. This will save on delivery charges, but a parent/guardian must approve the transactions, or the sale will be declined.
- » Cookies in hand are available to customers when girls are selling via door to door or booths.

Digital Cookie Troop Links

When setting up the Troop Link, there will be two links the troop may use.

- » **Troop Cookie Link** – is used for domestic orders. Troops will be able to take preorders with payment and customers will be able to pick up at a designated troop location. Girls are able to deliver cookie orders with the help of an adult.
 - » Designated troop location can be an existing cookie booth, drive-thru booth, or a public location chosen by the troop. **DO NOT MEET AT YOUR HOME.**
- » **Troop Shipped Only Link** – is mostly used for out of state/jurisdiction orders. Customers will use this link to order their cookies for direct shipping to their home or to donate (CCC) cookies. Once the Troop Leader sets up this link, no other action is needed.
 - » This link will show up in the Cookie Finder for all customers, starting Feb. 16. Customers will enter their zip code in the Cookie Finder, similar to when they find a booth. You can still use this link as soon as it is set up.

Other Online Tools

Although girls and their parents cannot make financial transactions online with Girl Scout product (other than Digital Cookie); girls can market their cookies on **PRIVATE** social media accounts and follow up with the customer in person. Please follow these guidelines when marketing cookies online to ensure girl safety:

- » **GIRL SAFETY** is top priority and girls should take the *Girl Scout Internet Safety Pledge* found on the GSUSA Website prior to marketing cookies online.
- » Girls who are 13 or older may use their own Facebook page (with appropriate guardian supervision) or other social networking sites to let friends and family know that it is cookie time again! *Tip: Follow @GSACPC on Facebook, Instagram, LinkedIn, and TikTok, and share their content promoting Girl Scout Cookies!*
- » Girls cannot market or sell product on Craigslist, Facebook, Nextdoor or any *public facing platforms* - this includes private messaging individuals to sell cookies.
- » Personal emails or street addresses of girls should never be used. Instead, girls can use a group or adult email account monitored by an adult.
- » Girls should only use their first name or troop number.





Boothing

Booths and Girl Scout Values

Eighty percent of GSACPC troops booth because boothing is a great way to increase sales, engage with your local community and connect to the Girl Scout Movement.

If you are new to Girl Scouts, you may be asking yourself, what is a booth? A booth is a temporary “shop” that troops set up to sell Girl Scout Cookies to the general public. Booths are the most direct and visible interaction the public has with Girl Scouts. They are traditionally set up in front of local businesses; however, other possible locations include sporting events, churches, or community events.

Please keep in mind that because GSACPC has such a vibrant boothing culture, occasionally the competition and fervor to increase sales can get the best of the kindest person. Please be graceful and kind if you find yourself in a difficult situation. The Girl Scout values and identity outlined in the Girl Scout Promise and Law are there to help us navigate through these types of situations. As Girl Scouts, we are required to follow our Law and Promise, especially when others are not – even other Girl Scouts.

- » We ask adults to remember they are role models for our girls. Please do not argue in front of girls.

Our Mission

Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.

Girl Scout Promise

On my honor, I will try:

To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place,
and
be a sister to every Girl Scout.

- » If two troops arrive at a booth, the troop with the eBudde confirmation always takes priority and the other troop must leave. Always bring your eBudde confirmation and written permission (for self-scheduled booths) from the store manager.
- » Never involve a store manager or store employee in any disagreement. If you can't resolve a problem, leave, even if you are right. Take the girls on a walkabout and call the Product Program Team, when you can.
- » Follow all store managers' instructions, even if they ask you to leave. Be courteous to their requests. Store Managers have the final say, NOT the Product Program Team. Take the girls on a walkabout and call the Product Program Team, when you can.
- » Follow proper ratios: Two adults (both adults need be a registered Girl Scouts) and two to four girls.
- » You may see some people behaving poorly. If you wish to lodge a complaint about another Girl Scout adult volunteer, please contact the Product Program Team or MSE and we will help resolve the conflict. Please do not use Facebook or other social media to vent.

Boothing the Girl Scout Way!

- » We are guests at booth sites. Please act like a guest in a friend's home.
- » Don't monopolize your favorite booth site.
- » Always greet the store manager on arrival and departure; thank you notes add a great Girl Scout touch!
- » Be respectful of our store supporters! Leave their competitors' bags, shirts, or other material at home.
- » Be considerate of the troop scheduled before and after you. Do not arrive more than five minutes before your scheduled time or stay after your scheduled time.
- » Keep doorways and walkways clear.
- » **Divide girls into shifts based on the number of girls in your troop. No more than four girls and two adults at one time. No less than two adults and two girls. All adults at the cookie booth must be registered Girl Scouts.**
- » Non-Girl Scout siblings and friends are not allowed at the booth.
- » Greet customers with a hello when they enter the store and ask them if they would like to purchase cookies as they leave.
- » Wear a form of Girl Scout identification and appropriate attire.
- » Some properties may allow more than one Girl Scout booth in front of different stores in the strip mall. This is okay. There should be enough traffic for all troops. Please be respectful and supportive of all girls boothing.
- » Leave the booth site cleaner than when you found it. Do not overfill the stores' trash cans. Take the empty boxes with you and recycle them.



Council-Scheduled Booths

Council-scheduled booths are those scheduled through council and are listed in eBudde. Most of the council-scheduled booths are entered before booth rounds begin. However, our partners determine both the times and dates when they will allow boothing and *when that information is released* to the council. As such, additional council-scheduled booth opportunities may become available throughout the program. Notification that new council-scheduled booths have been uploaded to eBudde will be sent through email.

Troops may not contact businesses that have made council-scheduled booth arrangements. These partners generally include (but are not limited to) large grocery store chains, Wal-Mart, Bashas' and Fry's. Sometimes council has an agreement with a specific store in a chain, like one Walgreens or one Barro's Pizza, or a community partner such as ASU, the Phoenix Zoo or a community college. These will be shown in eBudde.

It is critical that we maintain a positive relationship with our partners for their continued support of Girl Scouts and our cookie program. Understandably, our partners do not want field calls from troops, if they have already agreed to a Girl Scout booth schedule.

Please respect our partners and check eBudde to see which store locations are council-scheduled and then follow these guidelines:

- » If most of a chain retailer's locations are listed in eBudde, it means they have a state or national agreement. You may not call that business, even if your specific store location is not listed.
- » If only a *few* of a chain retailer's locations are listed in eBudde, then you may call any of the locations NOT LISTED. Do not call any locations already listed in eBudde. If a business or organization has only one location listed in eBudde, such as a restaurant, community college or the Phoenix Zoo, please do not call them.
- » Council will help keep you up to date on boothing at specific businesses and locations via our email communications.

What Are Booth Rounds?

Council-scheduled booths are extremely popular and competition for them can be fierce. Booth rounds were created to provide more equitable access to council-scheduled booths among troops and to prevent hoarding booth sites. Troops are limited to a specific number of council-scheduled booths they can select each week. Booth rounds take place several weeks before the program begins. The booth round dates are located on the council website and page 6 of this manual.



Self-Scheduled Booths

Self-scheduled booths are booths that troops scheduled themselves. These booths are entered into eBudde by the troop and need council approval, which takes 1-2 business days. If you need approval for a last-minute booth opportunity, please email productprogram@girlscoutsaz.org to expedite the process. We will do our best to accommodate your request.

- » You may begin self-scheduling booths as soon as you have access to eBudde.
- » Select self-scheduled booth locations wisely. Make sure the business is child-friendly and appropriate for Girl Scouts. Locations catering to adults only, like bars, gun shops or marijuana dispensaries are inappropriate selling locations.
- » Get written permission for any self-scheduled booth from the store manager and bring a copy of it to the booth. Use the [Self-Scheduled Booth Authorization Form](#) located on our website.
- » Make sure the property management company allows boothing. Sometimes the store manager will approve a booth when the property management does not allow boothing on their property.
- » Remember to ask the store manager if any other authorization is needed.



What Is a 1:1 Ratio Booth?

Juniors, Cadettes, Seniors and Ambassadors may booth with a 1:1 ratio, meaning one adult to one girl. The adult must be a legal guardian, who is a registered Girl Scout and background checked. Sisters may booth together with their legal guardian.

Booths must be scheduled through the Troop Cookie Manager or IGM Coordinator and entered into eBudde.

Guidelines

- » Girls should use their own inventory (not troop inventory).
- » 1:1 ratio booths should be self-scheduled booths.
- » High volume sites, like Fry's Food Stores and Wal-Mart, are not eligible for 1:1 booths UNLESS an unforeseen emergency prevents a girl from attending and the site risks a no-show or late cancellation.

Daisy and Brownie ratio for booths is always two adults and two-to-four girls. All adults at the booth must be a registered Girl Scouts.

What is the Difference Between a Booth and a Standabout?

Standabouts are lemonade-style stands on private, non-commercial property. Girls must have permission from the property owners. *They do not need to be entered in eBudde.*

Boothing Basics

Ordering packages for booths sales isn't an exact science. Ask experienced troops for guidance and use the average sales per cookie variety to get an idea of your flavor mix.

| | | | | | | | | |
|---|---|---|---|---|--|---|---|---|
|  |  |  |  |  |  |  |  |  |
| Thin Mints | Samoas | Tagalongs | Adventurefuls | Do-Si-Dos | S'mores | Lemon-Ups | Trefoils | Toffee-Tastics |
| 29.5% | 18% | 14% | 8.5% | 7.5% | 7% | 6.5% | 6.5% | 2.5% |



What you'll need at a Girl Scout Cookie Booth

- ☐ **2-4 girls and 2 chaperones – all adults must be a registered and background checked Girl Scouts!**
- ☐ \$50 in ones and fives.
- ☐ A fanny pack to keep the money safe.
- ☐ Table, two chairs, signs and other decorations.
- ☐ A credit card reader and smartphone.
- ☐ Troop Cookie Inventory. Using girl inventory can get complicated, so if you do this, make sure to keep detailed records.
- ☐ A Booth Sale Worksheet to document sales which can be found on our website or in the Program Manual.
- ☐ A copy of your eBudde documentation.
- ☐ After booths reevaluate the cookie flavors and tally what is left in inventory. Add the booth info sheet into the Booth recorder sheet in eBudde.
- ☐ Enter booth sales into booth recorder.

Basic Girl Scout Booth Manners

1. Check in with the store manager. Follow all instructions given.
2. Be respectful of the troop boothing before and after you. Don't take sales after your shift ends.
3. Leave the site cleaner than when you found it, we are guests.
4. Keep doorways and walkways clear.
5. Be respectful of our store supporters! Leave their competitors' materials at home.
6. Take empty boxes with you to recycle.
7. Have fun and enjoy the experience.



Booth Sale Worksheet



Date _____ Time _____ Location _____

| | Total | Adven- turefuls | Lemon- Ups | Trefoils | Do Si Dos | Samoas | Tag- alongs | Thin Mints | S'Mores | Toffee- tastics | Donations |
|---|-------|--------------------|---------------|----------|--------------|--------|----------------|---------------|---------|--------------------|-----------|
| # of boxes - start | | | | | | | | | | | |
| minus # of boxes - end | | | | | | | | | | | |
| boxes sold (subtract end from start) | | | | | | | | | | | |
| total traditional (# boxes sold x \$6.00) | | | | | | | | | | | |
| total spe- cialty (# boxes sold x \$7.00) | | | | | | | | | | | |
| | \$ | | | | | | | | | | |

Financials

Ending Cash \$ _____ The amount you have at the end of this booth sale (includes cash, checks and credit card payments).
+ DOC/Clover Income + \$ _____ Total DOC/Clover sales.
- Starting Cash - \$ _____ The amount you started with in your cash box
Total Sales = \$ _____ Subtract "Starting Cash" from "Ending Cash." This number should match the "Total Sales" number in the table above.

Participants

Stocking for Booths

Stocking a booth can be nerve-wracking. How many cookies should you take? What if you run out of cookies? What if you have too many cookies left over? Every booth is different, even at the same location. The time of day, the beginning or end of the program, the weather, girl experience, flavor variety and even a sporting event can affect your booth.

Consequently, predicting sales can be difficult. The best source for advice is an experienced Cookie Volunteer in your area. Network with your Girl Scout sisters and ask for guidance, strategy and tips about the area. Remember it's better to run out, especially at the end of the program, than to overstock and not be able to sell the leftovers. Below are recommendations, not guarantees, of what is needed for a typical booth.

- » A “good” booth could sell 20-30 boxes an hour.
- » A “great” booth could sell up to 50 boxes or more an hour.

A Good Starting Point:

- » 2 cases each of Lemon-Ups (*or applicable rotating flavor*), Trefoils, and Do-Si-Dos
- » 4 cases each of Samoas and Tagalongs
- » 5 or 6 cases of Thin Mints
- » Add one S'mores and one Toffee-tastic

Booth Tips

If you can, arrange to have a parent available to bring you additional cases from home or a cookie cupboard (if open), if you need more inventory while you are boothing.

While boothing, be sure to keep the chocolate flavors with you and in the shade! The backup cases of NON-chocolates can stay in the car until you need them. But even then, remember that cars can get really hot.

What Should I Expect from the Girls at a Booth?

All girls are different. However, the following information is a guideline of what you should expect from girls at different levels and the appropriate amount of time girls should be at a booth. Please consider your girl's abilities, fatigue factors and goals to keep boothing fun, not a chore.

Daisies are generally able to greet customers, have product knowledge and explain Cookies for the Community. Attention spans are short, and girls need close supervision. *The recommended time for a Daisy to booth is an hour.*

Brownies are generally able to make change with adult assistance, greet customers, have product knowledge, share goals and explain Cookies for the Community. Attention spans are short. *The recommended time for a Brownie to booth is one to two hours.*

Juniors are generally able to confidently make change and speak with customers. Juniors should be able to share their goals in detail. Attention span is moderate. *The recommended time for a Junior to booth is two to three hours.*

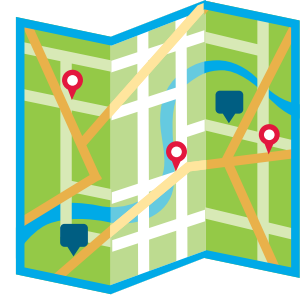
Cadettes, Seniors & Ambassadors are generally able to complete the sale without adult assistance. Girls at this age are able to clearly express their goals and can be active in setting up their booths. *The recommended time for these girls to booth is up to four hours.*

No Shows are a **no, no!**

No shows to a booth, any booth, even your self-scheduled booths, hurt everyone – as does last minute cancellations. Although emergencies happen, they are rare occurrences, therefore, no-shows or last-minute cancellations should happen rarely. Here's why no-shows or last-minute cancellations impact all of us:

Cookie Finder

Cookie Finder is a website that directs thousands of customers to cookie booths. However, this app is only a positive experience for customers when girls are boothing at the sites listed.



Understandably, customers are frustrated when they use Cookie Finder to locate the nearest a box of Thin Mints only to find that there are no Girl Scouts at the site! Every year, the Product Program Team receives multiple calls from upset customers who have visited several sites listed in Cookie Finder but are unable to find any cookies. This damages the Girl Scout reputation and causes a loss in revenue.

Impacts Girls

GSACPC is known across councils as a boothing council. This means that boothing is critical to our sales success. Troops that don't show for their booth deprive other girls from that boothing opportunity. Many girls would happily take your spot, but they can only do so if they know it's available. If you must cancel, please cancel at least 24-48 hours prior to the booth so other girls have time to pick-up the booth.

Damages Relationships

Booth partners are excited to support Girl Scouts and expect girls to be at their location during the specified times. When a troop does not show up to a booth site, it damages the relationship with our boothing partners.



2024 Cookie Contest Winner: Mila

Canceling Booths at the Last Minute

Emergencies come up, girls get sick, life happens, and although canceling last minute in eBudde is better than a no-show, late cancellations should only be used as last resort.

How to prevent no-shows or last-minute cancellations:

1. Don't overbook booths. Just because a booth is open doesn't mean your troop has the resources to staff it.
2. Cancel the booths in eBudde as soon as you know your troop cannot staff it. If it is a council-scheduled booth, ***do not post the open site on social media and hold the spot in eBudde***. If it is a council-scheduled booth, open it back up to the council, not just your Service Unit, by canceling it immediately in eBudde. If it is a self-scheduled booth, cancel it in eBudde first and then you can network with your neighborhood to let others know it's open. They will need to re-enter it in eBudde.
3. **Don't schedule 1:1 booths at high volume sites** like Wal-Mart or Fry's Food Stores. These sites are for multiple girls boothing and 1:1 booths at these sites should only happen if one girl had an emergency and another girl could not take her spot.
4. Talk to your parents about no-shows and last-minute cancellations. Discuss the reasons why it's important to let you know as soon as possible if their daughter is unable to booth. Troops who no show to a booth or frequently cancel at the last minute will lose council-scheduled booth privileges.



Boothing for Success

Get help from parents! Don't feel obligated to do to every booth. Parents are willing to help, just remember that **both booth chaperones must be a registered and background checked Girl Scout**. This person should handle the money and inventory. Help Girl Scouts shine! Know booth policies and guidelines listed in the Program Manual. Share this information with booth chaperones



Increase Your Booth Sales: Tips for Success!

- » Bling your Booth! Customers will love your flair.
- » Bring along a troop goal poster and pictures of activities in which your troop has participated. Don't forget to include your Service Projects!
- » Girls should speak clearly at an appropriate volume. Shouting and loud boisterous selling techniques push customers away, decrease sales and can harm our reputation and partnerships with the business. Make signs to encourage bundling of cookies (*i.e., get X boxes for Y*).
- » Bundle packages and attach recipes that use the cookies, or offer handmade cards, such as "Happy Birthday" or "Thank You."
- » Promote the Cookies for the Community Program. Customers love to see Girl Scouts supporting the community.
- » Brainstorm with your girls and create your own marketing strategy!

Walkabouts – Girl and Volunteer Safety

- » Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- » Adults must accompany Girl Scout Daisies, Brownies and Juniors selling door-to-door.
- » Cadettes, Seniors and Ambassadors must be supervised by an adult when selling door-to-door and must never sell alone.
- » 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.
- » Know the neighborhood where you are selling.
- » Have a plan for safeguarding money.
- » Avoid walking around with large amounts of cash.
- » Do not walkabout at night.
- » Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways.
- » Be aware of traffic when loading product and passengers from vehicles.
- » 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.



Dealing with Customer Complaints

Although the Bakery has very high standards of quality, occasional complaints are to be expected. Any and all complaints should be handled quickly and in a professional manner. Satisfying the customer is the primary focus. So, no matter which troop sold the package of cookies, please assist the customer.

- » Replace damaged or unsatisfactory cookies for any customer (even if the cookies did not originate from your troop). Council will reimburse your troop or replace the box of cookies.
- » Notify the Council's Product Program Team at productprogram@girlscoutsaz.org.
- » Call Little Brownie Bakers at 1-800-962-1718 or visit littlebrowniebakers.com.

Girl and Volunteer Safety

- » Two adults and 2-4 girls at each booth unless it is a 1:1 booth.
- » All adults at the booth must be a registered Girl Scout with a cleared background check.
- » Have a copy of the *MS-27 Emergency Card* and important health history handy.
- » Girls should always be at a safe distance from oncoming traffic.
- » Provide girls with breaks during their booth shift.
- » Appoint someone to safeguard the cash box. Fanny packs may be used in place of a cash box.
- » Never let the cash out of your sight.
- » Cash box: \$30 in one-dollar bills. No more than \$100 in cash box at one time!
- » When you have more than \$100 in the box, move it to a safe location.
- » Do not accept bills over \$20. Council will not replace counterfeits over \$20.

What to Do In Case of a Major Emergency (Theft, Fire, Personal Injury, etc...)

- » Care for the immediate needs of the victim.
- » Secure help. Call 911, if necessary.
- » Follow the instructions on the *MS-27 Emergency Card* – in the forms library on our website.
- » In the event of a major emergency, please notify Council by calling the Cookie Emergency number found on the eBudde Dashboard or the Council 24-hour emergency number at 602-531-5935.
- » Contact your Troop Cookie Manager, and/or Service Unit Manager, if needed.
- » Do not issue any statements to the media. If the media contacts you, please email our Marketing and Communications Team at marcom@girlscoutsaz.org and/or call the emergency number to report it.
- » Do not post statements on social media sites.

Cookie Financials

Troop Bank Deposits

Properly handling cookie money is critical for a successful Troop Cookie Program. Please follow these simple, but effective steps:

- » Deposit cookie money into your troop account weekly (or more often).
- » Only deposit money into the troop bank account. Don't 'mingle' Girl Scout money with personal money.
- » Provide parents with a signed receipt when collecting money (and checking out cookies).
- » Regularly verify account balance and deposits with bank records.
- » Confirm there are sufficient funds for ACH debits.

ACH Process

ACH is short for "Automatic Clearing House," which is the method council uses to transfer funds owed for the cookie program from your troop's bank account into the Council's bank account.

There are three ACH dates when funds are withdrawn: two during the program and one a few weeks after the program. Please see cookie dates and timeline page for the ACH dates. The two ACHs during the program are generally \$1.50-\$2.00 per box checked out. The final ACH will transfer the final amount owed to Council. Your troop must have sufficient amounts in the troop account for every ACH debit.

To ensure a successful transfer of funds and to prevent your troop account from being overdrawn (troops are responsible for all overdraft fees), you need to understand the ACH Process.

IMPORTANT! Please review the process so you know how it works and what to expect. It takes Council a few days to prepare the ACH.

1. Troop bank balances are checked at end-of-day the Monday before the ACH date. By doing this, we know what's in your bank account, and we minimize the risk of an account overdraft.
2. The ACH is prepared on the Tuesday before the ACH.
3. The ACH is approved on Wednesday before the ACH.
4. The ACH posts to your bank account on Thursday. You should also see the transaction posted in eBudde under the "Sales Report" tab.

Note that you need to deposit the money before 5:00 p.m. on the Monday before the ACH. Money deposited after Monday at 5:00 p.m. will not be included in the ACH. However, you should be making regular deposits throughout the program. Please be aware of **holidays** because if the bank is closed on Monday, the money must be deposited on the Saturday prior.

eBudde Tip

You can find the total amount due to Council and the total cookies checked out on the Sales Report Tab.

Council should be able to collect the full amount due from your troop during the scheduled ACH. If Council is unable to collect the full amount because of insufficient funds, we will continue to attempt ACHs from your account (*you will not be notified*) until the balance is paid.

It is the Troop Cookie Manager's responsibility to check their bank account and the "Sales Report" tab on eBudde to know what the troop has paid, and what is still due.

REMEMBER: *We check the troop's bank balance on Monday and base our ACH withdrawal on the available balance. If troop money is spent between Tuesday and Thursday, the account may become overdrawn. Troops are responsible for all overdraft fees. If the Monday falls on a bank holiday, money must be deposited on the Saturday before the ACH.*

Customer Payment of Cookies

Customers always pay for cookies when they receive them, and payment options are increasing as technology evolves. For the most current customer payment options, please check the website. However, please note if your troop accepts checks, they should be made out to the troop. Only accept checks from people you know. Be aware that all insufficient funds or bounced check fees are the responsibility of the troop.

Payment Options

First Data (CloverGo) is our Council's preferred Credit Card Platform. Fees for First Data are 2% + \$0.08/transaction. For troops that sign up to use First Data, the GSACPC Leadership Team will partner with the Troops to cover the fees during the cookie season (January-March). Any fees associated with using the card reader outside of Girl Scout Cookie season will be the responsibility of the troop and will be withdrawn from the troop account through ACH. The platform is app- based and no device or swiper is needed. Troops will have the option to purchase a device for \$39.95 if they prefer one. Visit the training in GSLearn for instructions on how to sign up for First Data.

Troops may choose to use Square or other credit card readers, but they are responsible for any fees associated with using these readers, even during the cookie program. Since GSACPC does not have an established partnership with these companies, we will be unable to support any issues that arise with these readers.

The use of Peer-to-Peer Payment Platforms (Cash App, Facebook Payments, etc.) apps is permitted for receiving funds into your account only, with the exception of Facebook Payments which may also be used to send money.

PayPal is not permitted.

Please note: Credit cards should never be used by families to make payment to troops for cookies sold through another means. This is not a good use of resources as there are credit card fees associated with credit card transactions – even when the troop is not responsible for them. Troops may accept Facebook Messenger for cookie payment from parents.



Cookies for the Community

Customers love to donate cookies!

Support the local community and boost troop sales by participating in the Cookies for the Community Program! Talk with your troop about Cookies for the Community to find out which option works best: Girls who participate in the Cookies for the Community Program offer customers more opportunities to help them reach their and their troop goals all while also giving back to our community. There are two different donation opportunities: Troop Donations (TCC) and Council Donation (CCC). CCC donations can be sold in person and through the DOC link. TCC donations can only be sold in person.

The Cookies for the Community Patch (known as the Gift of Caring Patch from our baker) is a girl reward not a troop reward. To earn the Cookies for the Community Patch, girls need to sell 30+ packages of TCC and/or CCC. This can be achieved by having a combination of the following:

- » 30+ packages of CCC
- » 30+ packages of TCC
- » Combinations of TCC and CCC cookies that equal 30+ packages.

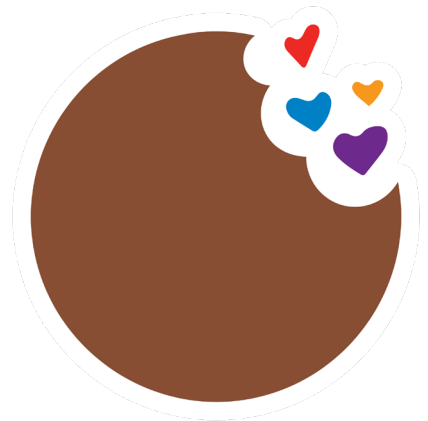
The eBudde Specialist will need to enter all the donated cookies in eBudde under CCC and TCC.

Troop Cookie Donations (TCC) are cookies that will be donated to an organization using the cookies from the Troop Inventory. The Troop will handle all the logistics of contacting and scheduling a pick-up or drop-off of cookies to the organization of their choosing. Please complete the donation agreement form found online. *Tip: If customers buy cookies during a booth for donation, do not place the packages on the side, continue to sell all packages until the end of the booth. Troops can always get more cookies for donations later.*

Council Cookie Donations (CCC) are cookies that will be donated to an organization using the cookies from the Council Inventory. Council handles all the logistics of contacting and scheduling a pick-up or drop-off of cookies to those organizations.

Digital Cookie (DOC) Donations are a great way for family and friends to help the girls meet their goals. These cookie donations are Council Cookies and will automatically be added in eBudde under CCC for the girl. **DO NOT subtract the DOC donations and move them to TCC.** If DOC donations are moved, Council will contact the Troop Leader and move them back. **Troops will not be able to pick up CCC Cookies to do a personal drop off.**

***Cookies for the Community Tip!** Lead the pitch by asking all customers if they would like to donate a box of cookies, instead of asking if they would like to buy one. Customers who want to buy a box will stop – they want to eat the cookies – while customers who weren't going to stop, may have a change of heart and buy a box to support a local charity.*



End of the Program

Follow these simple steps and closing out the cookie program will be a breeze!

If You Still Have Cookies & the Program is Almost Over

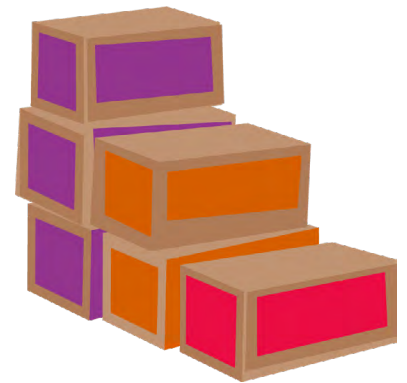
- » Continue to use Cookie Exchange in eBudde to connect with other troops to transfer cookies out of your troop inventory. You may find a troop who needs to fulfill their Troop Cookies for the Community order and will transfer your cookies into their troop.
- » Contact your Service Unit Cookie Manager. She or he may be able to help you network with troops who need additional cookies.
- » Continue to sell the cookies. The end date of the cookie program means you must pay for your cookies, and cookies sold, and Girl Rewards must be assigned to girls. eBudde will be closed, and you will not be able to pick up more cookies. However, it doesn't mean you can't continue to sell the cookies you have in your possession. *In fact, it's highly recommended that you do continue to sell, because the troop is responsible for paying for all unsold cookies. You will not be able to return them to Council.*
- » **Time is of the essence.** Girl Scout Cookies contain no preservatives and expire Sept. 1.

A Day or Two Before the End of the Program

- » Verify eBudde sales reports against receipts. If you find something is incorrect, email the Product Program Team at productprogram@girlscoutsaz.org.
- » Assign all cookies to the girls.
- » Make sure all Final Girl Reward selections have been made.
- » Submit your Final Girl Reward order in eBudde.

Shortly After the Program

- » Verify all funds have been deposited into your troop account.
- » Make sure you know the final ACH date and understand the ACH process.



Nonpaying Parents

- » If you have a nonpaying parent, submit the online *Parent Outstanding Balance Form* (found on the Council website) by the due date. LATE forms are not accepted.
- » Attach the signed Parent/Guardian Agreements, all transaction receipts and email communication pertinent to the collection of debt.
- » If the troop fails to submit the form by the deadline, the troop will assume all financial responsibility for any unpaid balances.
- » If the balance is paid by the parent after the form has been submitted, contact the Product Program Team and the collection process will stop.

The Collection Process

- » Council will make every attempt to collect money owed from parents or Troop Cookie Managers.
- » If we are unable to collect payment, or start a payment plan, we may turn the debtor over to an outside collection agency.
- » Deliberate misuse of funds will result in prosecution to the fullest extent of the law.
- » Collection fees are the responsibility of the debtor.
- » Girls who owe money from a previous program year are not allowed to sell cookies individually. They may booth with their troops, but their parent or guardian cannot handle cookie money.

Celebrate Your Success!

Girls should plan a party or pick a place they want to visit to celebrate their successes and reward their hard work!

Girl Rewards

- » Girl Rewards are cumulative.
- » Girl Rewards arrive 1-3 months after the program.
- » The invitations for event rewards will be sent directly to the girl, usually via email.

Little Brownie Bakers

GSACPC cookies are made by Little Brownie Bakers (LBB), one of two bakeries licensed to produce Girl Scout Cookies in the U.S., LBB leads the way in creating delicious snacks with wholesome ingredients:

- » RSPO Certified (Mass Balance) Palm Oil
- » No High Fructose Corn Syrup
- » No Partially Hydrogenated Oils
- » Zero Grams Trans Fat per Serving
- » 100% Real Cocoa in Thin Mints, Tagalongs, Samoas and Girl Scout S'mores
- » Thin Mints are Vegan
- » Toffee-tastics are gluten-free

For more ingredient information please see littlebrowniebakers.com

The Largest Girl-Led Business in the World

Inspiring fiscally savvy girls and financially independent women for over 100 years.

The Girl Scout Cookie Program is more than just a sale, it is a program that provides girls the skills they need to become successful women. Whether working on a high school science project, running a household, being a project manager or a company CEO, there aren't many organizations that help girls learn key business skills. Girl Scouting does, with the largest girl-led business in the world!

Yes, we admit it: Girl Scouts are savvy, smart and resourceful. We have a one-of-a kind, top-notch program that simultaneously mentors girls, gives them an opportunity to develop lifelong skills and helps to fund their troop and organization. Not an easy claim to make!

Our hope is that you witness the fruits of your labor as you watch young girls develop into articulate, confident young women because of Girl Scouts and their participation in the cookie program. The work of dedicated volunteers like you, and the girls you mentor, helps to ensure this organization continues for another 100 years.

Thank you.

Cookie Contest

Enter the 2025 Cookie Spirit Contest!

The creative spark that ignites during each cookie season is incredible – booths are blinged out, Walkabouts are made with colorful cookie wagons, and unique cookie marketing content is being shared with family and friends. This season, share your cookie ingenuity by entering the 2025 Cookie Spirit Contest for a chance to win \$75 in program credit and a Girl Scout goodie bag!

To enter submit the following:

GSACPC Walkabout photos

A walkabout is what we call going door-to-door selling cookies! When you're venturing out into your neighborhood, make sure to snap a few photos to submit for the contest.

General cookie spirit video (30 sec max)

Unleash your inner film director and submit a 30 second video that captures your vibrant cookie spirit!

Cookie flair photos

Get creative and level up your wagon, or lemonade-style cookie booth! Show us your decorations and all that makes your booth stand out.

Four winners will be announced each Saturday from **Jan. 25 – Mar. 1** on council's social media platforms, totaling 24 winners! Visit girlscoutsaz.org/cookie-contests to learn more.



For the Record -

Cookie Program Facts to Have in Your Back Pocket

There are incorrect rumors about Girl Scouts that tend to resurface during cookie season, when we are most visible to the public. The most common misperceptions are about Girl Scouts' relationship to Planned Parenthood, that girls/troops only receive a small portion of the cookie funds, and that Girl Scouts and Boy Scouts are the same organization. Visit girlscoutsaz.org/cookie-resources and download a For the Record and Palm Oil handout to have handy during cookie season.

Here are the facts:

- » Girl Scouts does not support Planned Parenthood in any way. Girl Scouts does not advocate one way or another on issues which we consider private issues and best handled by families.
- » 100% of the cookie proceeds stay in Arizona Cactus-Pine Council to benefit local girls. Funds raised from the sale of cookies benefit all the Girl Scouts in our Council both directly and indirectly. Cookie proceeds are the largest source of income for Council's girl programs, volunteer training, our facilities, four camp properties and the financial assistance that keeps Girl Scouting in Arizona available and affordable for all.
- » Girl Scouts and Boy Scouts are two completely different organizations, each with a Congressional Charter. Girl Scouts serves girls in an all-girl, girl-led and supportive environment. Only Girl Scouts sell GS Cookies.

We encourage all participating cookie program volunteers to review the facts on Girl Scouts, in relation to social issues and financials, in preparation for cookie season. You can find this information at girlscoutsaz.org/fortherecord.

These are not the topics we want to focus on during cookie season as it takes away from the girls and the important program pieces that are promoting positive learning. However, we think it is important troops are informed (and keep parents in the loop) so none of our members feel caught off guard if a misinformed customer approaches them.

If approached by misinformed customers:

- » Please refer them to girlscoutsaz.org/fortherecord or the Marketing and Communications Team at marcom@girlscoutsaz.org
- » Remind them our priority is to let the girls learn and have fun. Ask that adults keep adult conversations to themselves. Approaching girls with salacious materials at a cookie booth is not acceptable, should be reported to Council and will be investigated.
- » Safety is important. We don't want members putting themselves in an undesirable situation. This is especially true if a person becomes agitated in conversation - please remove yourself and girls from the setting.

Why do some people voice concern about Girl Scout Cookies? In short, it's because they've been fed false information about Girl Scouts and the Girl Scout Cookie Program. As a large and visible organization, Girl Scouts is occasionally a target for outside groups with clear agendas. Please encourage everyone to seek the facts at girlscoutsaz.org/fortherecord.



Media Inquiries

During the Girl Scout Cookie Program, troops are occasionally approached by reporters from television, radio, newspaper, and online media for interviews and photo opportunities. Be sure you understand what they are interested in covering before agreeing.

If you plan to work with local media, please focus on your neighborhood's local papers and radio stations to avoid overlap with council efforts. If you would like to be part of council's proactive media efforts, including early morning TV segments, please email marcom@girlscoutsaz.org.

If you are approached by the media in a crisis or uncertain situation (such as being solicited for your Girl Scout opinion on potentially controversial topics), please DO NOT make any statements to the media. Instead, contact the council communication team immediately at marcom@girlscoutsaz.org or 480-365-8671.

As a member of Girl Scouts, you are a representative of the organization. What you say and do impacts the whole organization.

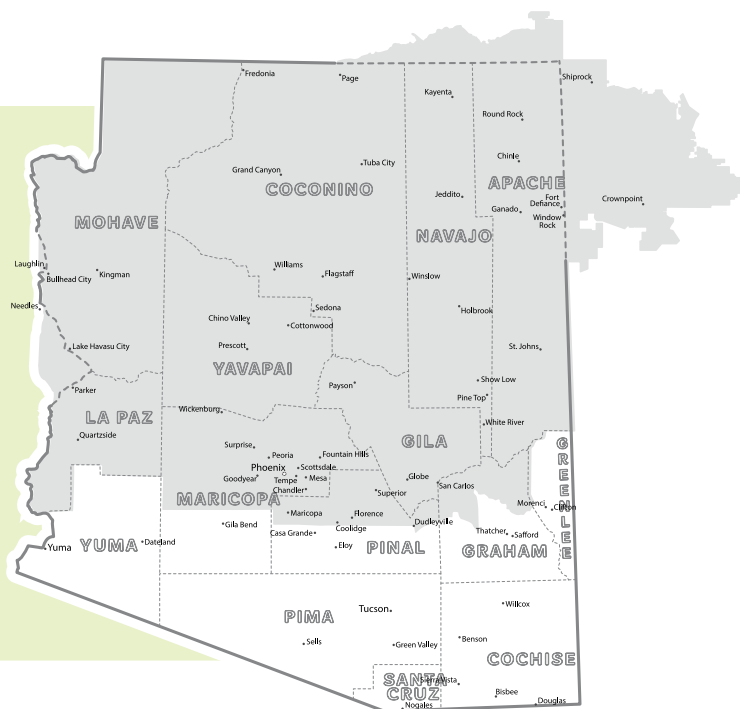
The following guidelines are important to remember when speaking to media:

- » You are never obligated to speak with members of the media. Please refer them to Council and we can help coordinate, whether or not you decide to be involved.
- » Do not issue any statements to the media regarding any controversial topics, emergencies or accidents on behalf of GSACPC.
- » Specific questions regarding cookie sales data, procedures or policies should be directed to the GSACPC Product Program Team.

Council Borders

Girl Scouts–Arizona Cactus-Pine Council covers central and northern Arizona, which is roughly two-thirds of the state. Please keep in mind the following information regarding Council borders and selling cookies:

- » GSACPC Girl Scouts can only sell within these borders.
- » Parents, guardians, or relatives may not bring order cards to work, if they work outside of Council borders.
- » No booths may be set up outside Council borders.





119 E Coronado Road
Phoenix, AZ 85004
602.452.7000 | 800.352.6133
girlscoutsaz.org