



Troop Cookie Sale Manager Guide

Digital Cookie® Sales begin December 15, 2022 / Booth Sales February 1- March 5, 2023



Welcome to the 2023 Girl Scout Cookie Sale Program!

The Cookie Sale Program is an amazing opportunity for your Girl Scouts to participate in a program that will develop life skills and help raise funds for troop activities. When you guide girls through the Cookie Program, you will get a firsthand look at the skills and confidence girls develop along the way. Your support during the sale means all the difference and we truly appreciate your time and dedication to the girls in your troop.

Kick-off sales online in December and beat goals with booth sales in February!

While girls won't have cookies until just a few days before the sale begins, they can use their paper order cards to begin marketing their sale starting December 1, 2022. While girls may secure support for their sale, they may not deliver cookies or collect money before January 27, 2023. Booth sales begin on February 1, 2023. Girls can set up and use the Digital Cookie® site starting on December 15, 2022.

It Takes a Team! The Girl Scout Cookie Sale Program season is a group effort.

A Troop Leader will benefit from having a Troop Cookie Sale Manager to coordinate the logistics of the sale. A Troop Cookie Sale Manager will benefit from parents helping with picking up Girl Scout Cookies, supporting booth sales and more. Build your team and you will build a great experience for the girls.

To participate, a troop will need:

- At least one registered adult volunteer to manage the Cookie Sale Program for your troop. It is good to also have a back-up person who can help during the sale.
- The Troop Cookie Sale Manager must complete training to participate. If the back-up can also attend, that is helpful.
- Participating girls must be registered Girl Scouts for the 2022-2023 membership year and must return a signed Parent/Guardian permission form before they can begin selling (DL# required).
- Each girl should be given the girl materials to take home. Parents should make the decision whether they would like their daughter to participate in the program.

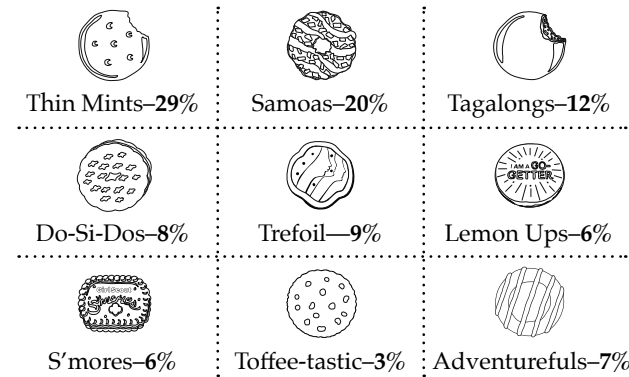
Troop Proceeds let girls do amazing things!

- All troops will receive a base proceeds price of 75 cents per box sold.
- Troops who met participation requirements for the 2022 Fall Product Sale will receive a base proceed of up to 80 cents per box sold.
- Troops who met Early Bird renewal requirements are eligible to receive additional proceeds for every box sold.
- Junior, Cadette, Senior and Ambassador troops who opt-out of rewards will receive an additional 2 cents per box sold. Girls will still be eligible to earn patches, Extreme Team and Top Seller rewards. Troops must opt out by March 12, 2023.
- Troops can earn an additional 3, 6 or 9 cents per box sold if the service unit increases the total number of boxes sold by 3, 6 or 9 percent over the previous year's total sales. (If the service unit increases the sales volume 3% over the previous year's total sale, each troop in that service unit will receive an additional 3 cents for EVERY box sold; If 6% over, an additional 6 cents and if 9% over, an additional 9 cents.) This bonus will be deposited into the troop account after the sale is reconciled.

How Much Do I Order?

Troops should plan their sale with a specific goal of selling enough cookies to generate the proceeds they need for planned activities or by using an average number of boxes girls can be asked to sell. The per girl average in 2022 was 326 boxes of cookies.

Percentages by variety recommended for the 2023 Cookie Sale:



**Troops are responsible for cookie orders. No returns.*



Important Dates

Late November/ Early December	<ul style="list-style-type: none"> • If you haven't done so, schedule a parent meeting to explain the program and encourage families to participate in the GSSEF Cookie Sale Program. • Get signed permission forms and distribute girl materials. • Make sure you have a current ACH Banking Process Authorization Form along with a voided troop check on file with the GSSEF Product Sale Department. If not, fill out the online form located on the Forms page at www.gssef.org. • Digital Cookie® set-up emails get sent to Troop Leaders and parents. Make sure your email address is up-to-date so you get this email and can help your Girl Scout set up her site. Contact customer-care@gssef.org to update your email address. • You will find more resources on the Cookies + tab at www.gssef.org • Girls may begin marketing the Cookie Sale Program. They may ask people to support their sale, but may not deliver cookies or collect money before January 27, 2023.
December 15	The Digital Cookie® sale begins – make sure your girl has her site set up. Digital Cookie® lets her connect locally using the Girl Delivered option or with family and friends far away using the Direct Delivery option (Direct Shipping available 2/27/2023). See the Digital Cookie® flyer in this envelope for more details.
January 2	Deadline to submit ACH Banking Authorization Form for Initial Order Submission.
January 5	Test ACH withdrawal of \$0.02.
January 10	Troop Initial Orders are due in eBudde.
January 28-29	Initial Order pickup. See the back of this envelope for guidelines on how many cases will fit in a vehicle. Your Service Unit Product Sale Coordinator (SUPSC) will share instructions on the pickup process at training.
January 27-31	Pre-ordered cookies can be delivered, and door-to-door sales can begin.
February 1	First day of Cookie Booth Sales.
February 1	Reorders available. Cupboards are open. Check their hours of operation and submit reorders in eBudde.
February 21	GSSEF will withdraw, via ACH, from your troop account, 60% of the initial order that your troop placed on January 10. If you earned the Initial Order reward, the ACH withdrawal will be only 35%. See flyer, included in the envelope, for details.
February 27	Option to purchase cookies to be shipped (including the new Raspberry Rally) opens in Digital Cookie.
March 5	Final Day of the 2023 Cookie Sale Program (booth sales end).
March 12	Last day for Junior, Cadette, Senior and Ambassador troops to opt out.
March 12	Digital Cookie Closes
March 12	Troop reward selections DUE in eBudde
March 15	Final ACH payment - all funds due from your troop for the 2023 Cookie Sale Program.

IMPORTANT CONTACT INFORMATION

My Service Unit Product Sale Coordinator: _____

Phone: _____ Email: _____

eBudde Website: <https://ebudde.littlebrownie.com/> eBudde Login: my_email_address

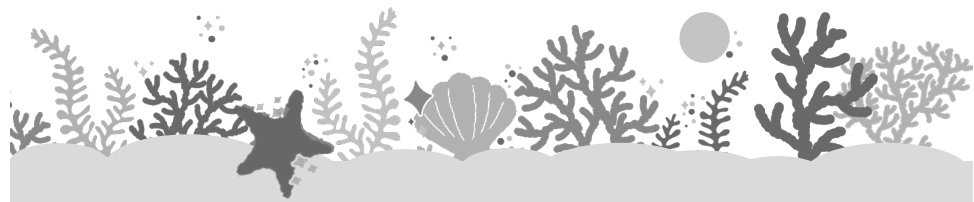
My Password: _____

Initial Order Pick-Up Time/Location: _____

For additional information and copies of any important materials you might need, visit the "For Cookie Sellers" section of the Cookies + tab at www.gssef.org.

Checklist

- ✓ Make sure you have a current ACH Banking Process Authorization Form on file with the GSSEF Product Sale Department. If not, fill out the online form located on the forms page at www.gssef.org and upload a scanned copy of a voided troop check (your troop will not receive cookies to sell without a bank account on file).
- ✓ Hold a parent meeting to explain the details and benefits of the Cookie Sale Program.
- ✓ Collect a signed guardian permission form for each girl before distributing cookies (DL# required).
- ✓ Review this envelope for step-by-step instructions for happenings throughout the sale.
- ✓ Review the program materials in this envelope and share with your girls and parents.
- ✓ Communicate regularly with your parents and ask for help when needed.
- ✓ Discuss goal setting with the girls and families.
- ✓ **Initial Troop Orders are due in eBudde by January 10, 2023.**
- ✓ **Ensure your Troop's current banking information is entered into eBudde by 1/2/2023 to ensure initial order eligibility.**
- ✓ Cookie pick-up location selection will be available in eBudde right after entering your troop's initial order. If no selection is made, a pickup location/time will be assigned to you.
- ✓ Keep great records. Make sure you get signatures and provide receipts.
- ✓ Set up a schedule to distribute cookies to your parents. Ask for help. Only open cases as they are needed to fill girl orders.
- ✓ Collect money from your parents on a consistent basis (we recommend weekly at minimum). Collect money before distributing additional cookies and always have parents sign for the cookies they are receiving and the money they are turning in.
- ✓ After the first week of the sale, ask for an update of unsold cookies. If needed, move cookies between girls or between troops in your service unit. Use the eBudde Cookie Exchange tab to help trading among troops.
- ✓ Meet all deadlines. If you're unable to meet a deadline, be proactive; inform your Service Unit Product Sale Coordinator as soon as possible.
- ✓ Have a girl who is new to the sale or wants to sharpen her skills? Register her to attend S.M.A.R.T. Cookie on January 21, 2023. Register at www.gssef.org.
- ✓ Encourage girls to complete the Corporate Cookie Connections Patch Program to increase their sales and sharpen their negotiation skills.
- ✓ Program materials to encourage girls can be found in this envelope and on www.gssef.org.
- ✓ Allocate all cookies in eBudde to ensure girls receive the rewards they earned. Rewards calculate automatically based on the allocation of the cookies sold by each girl.



Money Handling and Banking Procedures

Payment for Cookies

- » Customer payment for cookies may be made by cash or credit card.
- » We do not recommend that troops accept checks from anyone that they do not have a personal relationship with. If a check is accepted, it must be payable to the troop and deposited into the troop bank account.
- » All monies should be deposited into the troop bank account regularly throughout the sale.

ACH Withdrawal Schedule

- » **February 21, 2023**
GSSEF will withdraw, via ACH, from your troop account, 60% of the initial order that your troop placed on January 10, 2023. Funds should be in the account no later than February 18, 2023 to ensure availability on February 21, 2023. If you earned the Initial Order reward, the ACH withdrawal will be 35%. *See flyer, included in the envelope, for details.*
- » **March 15, 2023**
GSSEF will withdraw, via ACH, from your troop account, all funds due from your troop for the 2023 Cookie Sale. Funds should be in the account no later than March 13, 2023 to ensure availability of funds on March 15, 2023.

Record Keeping

- » GSSEF will record your ACH withdrawals and deposits into eBudde. The deposits and current balance owed will be reflected on your Troop Sales Report.
- » Provide a receipt to guardians for any cookies received and money turned in during the sale.
- » Allocate cookies and payments to each girl order record in eBudde throughout the sale.
- » At the end of the sale, view or print the Troop Sales Report and verify that all of the information is accurate.
- » The Troop Sales Report should have a zero balance.

Worried about over ordering?

Initial order is a very important component of a successful sale. Varieties can be limited during active selling. To ensure that you have the varieties you need when you need them, Initial Order is critical.

Most troops order about 75% of what they need for the sale through their Initial Order. Then they end up making one to four trips to the cupboards to pick up the additional cookies they need throughout the sale. If you are a returning troop, base your Initial Order on what your **troop's final sales were the previous year**. If this is your first-time selling cookies, we recommend that you use our 2022 per girl average of 326 boxes per girl as a guide for your troop order. Doing this will ensure that you have plenty of cookies to see you through the first and second weekends of the sale. Don't waste precious time at a cookie cupboard when you could be at a cookie booth!



How many cases fit into a vehicle?



COMPACT OR
THREE DOOR:
23 cases



HATCHBACK OR
SMALL WAGON:
25 to 30 cases



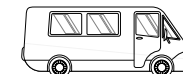
MID-SIZE SEDAN:
35 cases



MID-SIZE SUV:
75 cases



FULL SIZE VAN WITH
SEATS OR LARGE SUV:
150 cases



FULL SIZE VAN
WITHOUT SEATS:
200 cases

These figures assume one passenger and that all other space is available.



Cookies for the Military

Our successful Cookies for the Military Program sent a record number of boxes to the women and men serving in our U.S. Armed Forces last year. Help us reach the 2023 goal of 75,000 boxes! Check out the flyer inside for a list of rewards you can earn by donating 24 boxes or more to our Cookies for the Military program!

More Resources

Check out our Cookies + page at www.gssef.org for more resources that can help support your troop's sale.