



2010–2011 Cookie Program Guide



340 Washington Street
Hartford, CT 06106
(800) 922-2770
www.gsofct.org

Para información en Español por favor llame (800) 922-2770 ext. 3303

2010-2011 Cookie Program Guide -Table of Contents



General Information	2
Troop Cookie Manager Position Description	3
Cookie Program Benefits and 5 Steps for Success	4
Cookie Program Troop Checklist	5
Cookie Season Calendar	6
Cookie Program Support Materials	7
Training for Girls	8
Safety is our First Concern	9
Online Marketing	10
Girl and Troop Incentives	11-12
Cookies for Heroes and Local GOC Projects	13
Bling Your Booth Contest	14
Booth Sale Ideas and Guidelines	15 - 16
Cookie Delivery	17
Finances	18

Important Cookie Contacts

Service Unit Cookie Manager _____
Telephone/Email Address _____

Council Product Sales Team

Ann Nunn-Hacku, Director of Product Sales
(203) 239-2922 ext. 3333
anunn-hacku@gsofct.org

Sunny Johnson, Product Sales Manager
(860) 522-0163 ext. 3225
sjohnson@gsofct.org

Laura McNamara, Product Sales Manager
(203) 239-2922 ext. 3816
lmcnamara@gsofct.org

Cynthia Campos, Product Sales Manager
(203) 239-2922 ext. 3303
ccampos@gsofct.org

Allison Mangles, Product Sales Manager
(203) 334-3145 ext. 3339
amangles@gsofct.org

Jessica Carraro, Administrative Assistant
(203) 239-2922 ext. 3305
jcarraro@gsofct.org

General Information

Program Dates

Initial Order Taking

January 7, 2011-February 5, 2011

Goal Getter Catch-Up Orders

February 6, 2011– March 25, 2011

Cookie Delivery

March 5-6, 2011

Cookie Booth Sales

March 5, 2011 through April 3, 2011

Final Payment to Council Deadline

March 25, 2011

Cookie Price

\$4.00 per box

Troop proceeds per box– .75 cents or .85 cents*

* See page 11 for information on Older Girl Additional Proceeds Option

Cookie Breakdown—\$4.00 per Box

Troop proceeds	.85 or .75 cents
Cost of cookies	.87 cents
Cost of girl incentives	.18 cents
Troop incentive 5 for 5	.05 cents
GSOFC service to girls, troops, training, camp, etc.	\$2.15

Council Goal

2,702,406 boxes

85 boxes per girl selling average

Cookie Varieties

This year all eight of the delicious varieties of cookies are back, including Samoas, Thin Mints, Do-si-dos, Trefoils, Lemon Chalet Crèmes, Thank U Berry Munch, Tagalongs and Dulce de Leche.

Who sells Girl Scout Cookies?

The Girl Scout Cookie Program is for all girls. Cookies are sold by Girl Scout Daisies, Brownies, Juniors, Cadettes, Seniors, and Ambassadors. Girls participating in all of the Girl Scout Pathways are encouraged to participate in the program. Girls can sell cookies by taking orders, through direct sales, and at booth sales. Girls can contact customers in person, over the phone, or via the internet.

Why do girls sell Girl Scout Cookies?

The Girl Scout Cookie Program enables girls to learn life skills and realize their goals all while having fun! Customers get a great product and the opportunity to support girls in their community. The proceeds support troop/group treasuries, help girls fund their Girl Scout experience and provide important revenue that is used by the Council to support quality programs for over 44,000 girls in Connecticut.

Cookie Rallies to be held on January 8, 2011

The first ever GSOFC Cookie Rallies will be held on January 8, 2011 from 12-4 p.m. These exciting and informative Rallies will be held at five malls throughout CT, including The Shoppes at Buckland Hills, Danbury Fair Mall, Westfield Meriden, Crystal Mall, and CT Post Mall. Encourage all girls, troops and families to come out and enjoy the fun of Cookie Rally Day. Girls will have lots of opportunities to learn new ways to maximize their success in the Cookie Program. See page 88 in the GSOFC Program Resource Guide for more information.

Exciting New Incentives and New Levels

This year's incentive program has many new changes that are sure to excite all girls. In addition to a new two tiered initial order incentive, there are 3 additional levels that the girls can work towards. Also, the popular T-Shirt incentive level has been decreased from 135 boxes to 110 boxes. See pages 11-12 for information on the incentives

Bling Your Booth Contest

We piloted this program last year and it was such a success that it is back for another year! See page 14 for information on how your cookie booth can be entered into this year's contest.

New Online Training

Enhance your understanding of the Cookie Program. Go to the cookie VIP eTraining site and learn all about the Cookie Program with specific information about our Council's process.



<http://vipetraining.littlebrownie.com>

eBudde Updates

Girl Scouts of Connecticut continues to use eBudde to manage the Cookie Program. The instructions for using eBudde are in the Troop Instructions which were provided by your Service Unit Cookie Manager.



<https://ebudde.littlebrownie.com>

Online Marketing

Girls can again take advantage of age-appropriate Internet tools for online marketing to let family and friends know about the sale and collect indications of interest. See page 10 for more information.



<http://cookieclub.littlebrownie.com>

Troop Cookie Manager Position Description

Appointed by: Troop Leader

Responsible to: Service Unit Cookie Manager

Purpose: Manages the Cookie Program for a specific troop / group

PRINCIPLE DUTIES AND RESPONSIBILITIES:

Attend Service Unit Cookie Manager training.

Ensure that girls are registered and have signed Annual Consent form on file with Troop Leader.

Help to plan and incorporate Cookie Program Activities into the troop calendar.

Convey safety, sale, and program materials to girls and troop volunteers.

Enthusiastically train girls and troop volunteers in the use of forms, procedures, and guidelines.

Use eBudde to manage troop sales and ensure full amount due to Council is paid by the due date.

Ensure that cookie order is picked-up at delivery site, parent signature is obtained for troop records, and cookies are promptly distributed to girls.

Coordinate troop booth sales with SU Cookie Manager or SU Booth Sale Coordinator.

Collect payment from girls and deposit troop proceeds and amount due Council into proper bank accounts.

Assist in collecting past due funds; provide Service Unit Cookie Manager with detailed information on uncollectible accounts immediately after the program ends, and file necessary delinquent payment paperwork.

Distribute incentives to girls in a timely fashion.

Meet all deadlines and communicate any concerns to Service Unit Cookie Manager.

QUALIFICATIONS:

Registered as a member of Girl Scouts of Connecticut and have completed the volunteer application process.

Believe and subscribe to the principles expressed in the Girl Scout Mission, Promise, and Law and abide by the policies and standards of GSOFCT and GSUSA.

Is committed to organizational diversity.

Appointment is for one term.



Cookie Program Benefits & 5 Steps for Success

Starting Today! - We're Open for Business!

Girls are thrilled to launch their very own cookie enterprises that help them reach their goals. Like most businesses, this start-up is challenging and lively, but with a whole lot of fun!

The countless exciting possibilities of tomorrow – from new business opportunities to a healthier planet to a more beautiful world -- begin with the skills girls learn and the actions they take today. During cookie season, girls will be learning first-hand the ins and outs of running their own cookie businesses, even “branding” their enterprises for maximum impact.

Five Key Life Skills

The Girl Scout Cookie Program is an opportunity for girls to develop valuable LIFE SKILLS such as:

1. **GOAL SETTING** – Goal setting and planning are valuable personal and career skills. The Cookie Program provides a framework for girls to set and meet goals. Girls will set personal learning goals and sales goals in order to achieve group sales and activity goals.
2. **DECISION MAKING** – From setting goals and gathering orders to marketing and personal safety, girls will experience decision making throughout the cookie sale. Girls will develop responsibility as they fulfill orders, and turn in information and money on time.
3. **MONEY MANAGEMENT** – Financial and math skills that girls will benefit from throughout their lives will be developed through adding orders, making change and tracking money.
4. **PEOPLE SKILLS** – Talking to customers about the cookies and how the funds will be used builds crucial communication skills and helps overcome shyness while building self-reliance and self-confidence. Plus, girls will have the opportunity to put teamwork into action as their group/troop works together to set, implement and achieve their common goals.
5. **BUSINESS ETHICS** – Girls can put the Girl Scout Promise and Law into action to help guide their decisions and actions throughout the GS Cookie Program. Honesty and integrity are just a few of the meaningful values that girls will have the opportunity to practice.

Cookie Success in Five Steps!

As you can see, the Cookie Program can help girls learn about leadership and business, practice goal setting, put the Girl Scout Promise and Law into action, and develop self-confidence.

The age appropriate Volunteer Activity Guides make the Five Steps of Cookie Success easy and fun!

Just follow the Five Steps of Cookie Success:

Step 1 – Set and Share Team Goals

Goal setting is a valuable life skill. Begin by helping girls brainstorm what they could do with cookie proceeds. Then help them select two goals that inspire them – one for fun and learning and one for making the world a better place. Each girl writes the team’s goals on her order card, where customers will see them.

Step 2 – Set Personal Goals

Inspire the girls to imagine how they can be even more successful than last year. What would they like to learn? Be sure to remind girls that achieving a team goal requires that every girl achieves her personal goal.

Step 3 – Hold a Family Meeting

Adults need to understand the importance of an activity before they give it their full support. Engaging families in the Cookie Program encourages them to be involved and stay informed. Encourage girls to plan the family meeting and make it fun for everyone.

Step 4 – Sell Beyond Family and Friends

People love Girl Scout Cookies and are generally predisposed to buying them. Many women say their first business success was getting a “yes” from an unknown customer. Encourage your girls to market beyond people they know.

Step 5 – Track Your Progress and Celebrate Your Success!

Using a Goal Tracker to watch sales grow keeps everyone focused on the goal. When girls reach their goal, remember to celebrate.

Cookie Program Checklist

November– December 2010

- Troop Cookie Managers are registered members and have completed volunteer application process
- Ensure that all girls are registered and have a signed Annual Consent form on file with Troop Leader
- Troop Cookie Manager attends Service Unit Cookie Program training and receives materials
- Schedule girl/parents meeting(s) with Troop Leader
- Attend troop meeting(s) to present Cookie Program, train girls and set goals
- Pass out cookie materials to girls
- Emphasize that girls are on their honor not to sell before 8 a.m. **January 7, 2011**

January 7, 2011 – February 5, 2011

- Girl Scouts take initial cookie orders
- Remind girls about safe selling practices and check with girls on their progress towards their goals, offer assistance as needed

February 5, 2011 – February 11, 2011

- Collect girl order cards and check for accuracy, double-check totals
- If desired, use the troop worksheet to summarize and enter the girls' orders
- Complete the initial order entry into eBudde and submit the order via eBudde by 11:59 p.m. February 11, 2011

February 6, 2011 – March 25, 2011

- Distribute Goal Getter order cards for catch-up orders
- Monitor progress toward goals, offer encouragement
- If desired, offer assistance to the Troop Leader to help with additional Cookie Program related activities
- Check with Service Unit Cookie Manger to establish site for booth sale(s)

March 5, 2011– March 12, 2011

- Pick-up cookies at delivery site on scheduled day
- Distribute cookies to girls and their parents and obtain parent signature when cookies are picked-up
- Give back girl order forms and hand out the money envelopes

March 5, 2011 – April 3, 2011

- Plan to hold troop booth sale(s)
- Girls deliver cookies to customers and collect payment
- Collect Goal Getter cards from girls and obtain additional cookies needed from a cookie cupboard
- Check with each girl to see if she needs any assistance
- Collect money from girls at each meeting and make deposits
- Order cookies from cupboard for booth sales. This must be done two weeks before date of the sale
- Hold booth sales and deposit money into the bank after each sale
- Enter girl's additional sales into eBudde
- Inform Service Unit Cookie Manager of any collection issues and complete Delinquent Payment form if needed

March 25, 2011

- Deadline to make final payment to the Council, with exception of booth sales on March 26, 2011–April 3, 2011

March 26, 2011 – April 3, 2011

- Final booth sales, payment due for cookies sold on this last weekend

March 26, 2011 – April 6, 2011

- Complete final eBudde entry and submit paperwork to Service Unit Cookie Manager on or before April 6, 2011.
- Celebrate with the girls for a job well done!

Paperwork to be Submitted by **April 6, 2011**:

- Deposit Confirmations (bank stamped or online receipt)
- 5 for 5 Troop Incentive Form – if requirements are met
- Gift of Caring Patch Order Form – if applicable
- Delinquent Cookie Payment Form(s) – if applicable

May 2011

- When contacted by Service Unit Cookie Manager, pick up girls' incentives and promptly distribute to girls.

Cookie Program Calendar

Important Dates	
Troop Cookie Manager training	Check with Service Unit Cookie Manager
Train girls and distribute Cookie Program materials	Before January 7, 2011
Cookie Rallies at 5 Malls throughout the state	January 8, 2011
Initial order taking	Starts 8 a.m. January 7, 2011 - February 5, 2011
Initial order due via eBudde	February 11, 2011
Goal Getter catch-up orders	February 6, 2011- March 25, 2011
Cookie delivery to troops	March 5, 2011 - March 6, 2011
Booth sales may take place	March 5, 2011- April 3, 2011
Deposit money as it is collected into the Council account	Weekly during March 2011
Cookie bill to Council paid	On or Before March 25, 2011 Except for booths held 3/26-4/3
All final paper-work due to SU Cookie Manager	On or before April 6, 2011
Pick-up and distribute girls' incentives	During May 2011

JANUARY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Cookie Program Support Materials

Per Girl Materials

Annual Consent Form—signed by parents/guardians, to give a girl permission to participate in Girl Scouting and the Cookie Program

Internet Safety Pledge—a pledge to be completed by all girls participating in online marketing activities

Parent/Guardian Letter—provides information about the Cookie Program

Girl Order Form—for cookie order taking

Goal-Getter Order Card— used for order taking after initial orders are submitted

Girl Money Collection Envelope—used to collect customer payments

Cookies For Heroes Girl Reminder— Cookies for Heroes reminder to attach to girl order card.

Program Materials

2010-2011 Cookie Activity Kits— one kit for Girl Scout Daisies, Brownies and Juniors and another one for Cadettes, Seniors and Ambassadors. These booklets are designed for adult volunteers who work with girls, and are full of fun helpful activities and ideas to help girls be successful in their Cookie Program.

Girl Scout Cookie Activity Pin— an award girls can earn by completing requirements related to online activities. See www.girlscouts.org for requirements .



Troop Incentive Form

5 for 5 Troop Incentive Form—completed by the Troop Cookie Manager to report how the troop earned the 5 for 5 troop incentive (additional 5 cents per box in Council shop credit).

Cookies For Heroes Program

Cookies For Heroes Flyer for Direct Sales—describes the program for customers.

Cookies For Heroes Patch Order Form—confirms GOC boxes were sold for the Council designated charity or a local charity and includes number of patches needed for the troop.

Cookies For Heroes Girl Reminder— reminder card to attach to girl order card.

eBudde

eBudde—online web-based cookie management system used by GSOFCT to manage the Cookie Program. Instructions provide details on entering data and navigating through the eBudde system.

Finances

Girl Scouts of CT/Webster Bank, Online Payments Link—accessed at www.gsofct.org.

Girl Scouts of CT, Product Sales Dept. Webster Bank Deposit Slip—used for depositing payment to Council at a Webster Bank location.

Money and/or Cookie Receipt—used when cookies are picked up and/or girl money is received.

Cookie Delinquency Form—completed when families and troops do not make complete payment of their cookie bill.

Cookie Booth and Cupboard Forms

Cookie Booth Safety form— a quick review of Cookie Booth procedures and safety reminders.

Cookie Consignment Form—records the number of cookies consigned, returned, Cookies for Heroes orders, and final number charged to a troop's eBudde account, is retained by the cupboard that made the transaction.

Booth Consignment / Troop Copy—used to track what was consigned and returned.

Cookie Pick Up Receipt—completed when cupboard transactions are final.

Cookie Program Training for Girls

Experience has shown that girls get the most out of the Cookie Program when they are well trained and understand the purpose and mechanics of the Cookie Program. Adult volunteers working with girls should ensure that the girls receive training and have ongoing support and guidance. In addition to the information in the Cookie Activity Kit, more resources can be found online at www.littlebrownie.com. Use the Cookie VIP Membership card in the Activity Kit to access these online tools.

Safety:

- Review safety rules specific to your troop's grade level. Refer to Safety-Wise and the Safety-Wise updates for detailed guidelines.
- Review the guidelines for online marketing outlined on page 9, online at www.girlscouts.org and in the GSOFCT's Online Informational piece, which is available from your SU Cookie Manager. If girls will be using online opportunities, have them read and sign the GSUSA Safety pledge:
http://www.girlscouts.org/internet_safety_pledge.asp

Learn about the cookies:

- Have fun learning about the cookie varieties! Review the order form and nutritional information.

Setting troop and personal goals:

- Girls are encouraged to set a fun & learning goal and a service project goal. What do the girls want this year? How will they fund their plans? What role does each girl play in helping the group meet its goal? These are all questions to ask the girls as they set troop and individual goals. Have the girls discuss each idea and hold a vote. Ask girls to share their goals with their families.

Order taking and selling techniques:

- Have the girls fill out the front of the order card, using their first name only. Explain how to take orders using the order card. No money is collected at this time.
- Inform the girls of the deadline to turn in their order cards. Stress importance of being on time.
- Explain Cookie Club option to girls and let them know their passwords.
- Have the girls practice selling cookies to one another. Role-playing games are fun for girls of all ages! Help the girls develop their sales plans. Review the different ways that girls can reach customers.
- Discuss the Cookies for Heroes and local Gift of Caring projects. Girls should decide whether they would like to participate and be able to explain the program(s) to their customers. More information on these programs can be found on page 13.

Delivery:

- Inform the girls and their parents/guardians where and when their cookies will be picked-up. If girls take checks from customers, they should be made out to GSOFCT. No one should be allowed to keep cookies without paying for them. Inform girls and parents about ordering and payment deadlines.

Incentives:

- Review the incentives available for girls. Pictures are available on the girl order cards. You may also ask your Service Unit Cookie Manager if you can borrow some of the incentives to show the girls.
- Girl Scout Juniors and older troops have the option to forgo incentives for 10 cents/box in additional proceeds. Girls will still receive patches, cookie credits and incentives earned over 500 boxes.

Safety Is Our First Concern

Remember to follow all *Safety-Wise* guidelines. Current *Safety-Wise* updates regarding Product Sales can be found at www.girlscouts.org.

- Written permission is obtained from a girl's parent or guardian before the girl participates in the Cookie Program using the Annual Consent form.
- Specific permission must be given for a girl's use of the Internet for product marketing.
- A parent, guardian, or other adult must know each girl's whereabouts when she is engaged in product sales, and if and when she is involved on the Internet.
- Adults must provide supervision and guidance for all age levels. Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are selling, taking orders for, or delivering cookies. Supervision extends to any online activity.
- Girl Scout Cadettes, Seniors, and Ambassadors who participate in door-to-door sales must be supervised by an adult. Girl Scouts should always use the buddy system.
- Do not collect money until cookies are delivered.
- Girl Scout Daisies may participate in the sale. The focus for Daisies is to engage in selling to family and neighbors.
- Before girls use the Internet, discuss online safety issues with them so they know how to conduct themselves safely. Have all girls read, agree to, and sign the Girl Scout Internet Safety Pledge; a parent or guardian also needs to sign.



Selling in Your Neighborhood

- Girls should always wear a Girl Scout Membership pin, official uniform, uniform component, or informal Girl Scout clothing to identify themselves as Girl Scouts.
- Girls and adults should be familiar with the areas and neighborhoods where they sell.
- Girls participate in door-to-door sales only during daylight hours, unless accompanied by an adult.
- Girls should learn and practice personal protection skills (e.g. never enter the home of a stranger).
- Girls must never approach a vehicle to sell to someone.
- Provisions for safeguarding the money are made in advance.
- Girl Scout Daisies should not hold money.

Booth Sales

- Adults must be present at all times when Girl Scouts operate a cookie booth, however at no time should adults be the only individuals at the booth.
- Girls should never give out their names, addresses, or telephone numbers to customers. The adult Cookie Manager's telephone number can be provided. Girls must have a plan for safeguarding the money they collect.
- Girls should not carry around large amounts of cash.



Online Marketing



Girls can boost their sales and reach their goals when they use Cookie Club to ask for orders online. Cookie Club is a password protected site where girls of all ages learn about goals and send eCards to family and friends. Customers fill out an electronic order form and return cookie “promises” which appear automatically on the girl’s Cookie Club account page. The Troop Cookie Manager must set the troop up on Cookie Club and provide each girl with her username and password. Start today! Cookie Activity Kit booklets also provide more detail.

Cookieclub.littlebrownie.com

Online marketing opportunities for older girls

Older girls love their social media. Girl Scouts are permitted to use Internet tools to ask for cookie orders (*cookie delivery and payment must be done in person*). Social media like Twitter, Flickr, Facebook, YouTube, and Blogger help girls connect with friends & family and are a great way to get the word out!

To help make sure Girl Scouts are engaging in smart and healthy online activities, girls must do the following:

1. Read and sign the Online safety Pledge with their parent or guardian. The online safety pledge can be found in the GSOFACT forms library under Product Sales / Cookies.

2. Visit <http://lmk.girlscouts.org/Home.aspx>. This site was developed by GSUSA and Microsoft for girls to explore and learn Internet safety and etiquette. Girls should read all sections within the “Social Networking” Online Safety Topic.

Cookie volunteers should ensure girls and their families know online monetary transaction cannot be made online for cookie sales. Commitments for cookie sales also cannot be accepted from outside of Connecticut, unless from family members.

For great tips on navigating social media, please see pg. 23 in the “Cadettes, Seniors, Ambassadors 2010-2011 Cookie Activity Kit”



Spread Girl Scout Spirit

Facebook - Encourage girls who already use Facebook to share status updates, “Like” Girl Scout Cookies, and post fun parent approved pics of Cookie Program activity. This is a great way to show how they are working hard to reach their goals, celebrate successes and gain supporters during cookie season.

Twitter - Girls and leaders can follow GSOFACT for updates and use the messages highlighted below to let Twitter followers know it’s cookie time.

MySpace - Watch the vintage Girl Scout Cookie commercials and share them with friends!

Flickr - Browse great photos and videos of the Girl Scout Cookie Program and share your own!

YouTube - Check out the new “What did you do today?” at www.youtube.com/girlscoutvideos, create your own “Starting Today” video, and share with friends and family. Let them know what your Cookie Program goals are and why.

Tips for Older Girls using Web 2.0 Think before you post...

- Is what you are posting something you'd want your boss, future employer, parents or future in-laws to see?
- Could your video put you in a potentially dangerous situation?
- When posting pics or videos of yourself or a friend, think about the potential consequences.
- Once a video is online, you never know who might see it. If it is copied or reposted, you might not be able to remove every copy and it could take on a life of its own.
- Consider using privacy features to limit who can see your profile, pics, and videos.

Note: Online tools make spreading the word and taking more orders easier, but please remind girls of the importance of online safety and following up with cookie delivery and payment collection in a timely manner. GSUSA prohibits the sale of Girl Scout cookies online.

Fun Status Updates or Tweets:

- If U want GS cookiez LMK.
- Need 2 get GS Cookies? Send me a msg 2day!
- Gr8 cookies are back!
- Need a cookie brk? Place ur ordr 2day!
- Samoas, Thin Mints & Tagalongs R bak.
- Get them b4 it is 2 18.
- It’s GS Cookie Time! Place ur order!

Girl and Troop Incentives

The incentive line-up includes great items and new levels that will motivate girls to reach their goals. Check out the new incentive for initial orders of 200 boxes or more, T-Shirt offered at 110 boxes, improved 500 Club events, exciting Mystery Tour at 750 boxes and new levels at 1250 and 1500 boxes with special incentives for girls with exceptional sales.

Incentives Based on Final Box Count

Girls will receive these incentives based on their final box count. Final box count includes all cookies sold, including Cookies For Heroes, local Gift of Caring, and booth sale cookies. Girl incentives are cumulative, except for Cookie Credits. Incentives are also pictured on the back of the girl order card. If you would like to show the girls the actual incentives, ask to borrow the samples from your Service Unit Cookie Manager. Incentives will be shipped to SU Cookie Managers in May, please pick them up and distribute to girls ASAP.

Girl Scout Juniors, Cadettes, Seniors, & Ambassadors Additional Proceeds Option

Girl Scout Junior and older troops may elect to take an additional 10 cents per box in troop proceeds if they decide to forgo the individual girl incentives. The entire troop must vote to take the additional proceeds. Girls will receive any patches, Cookie Credits, and all incentives at the 500 level and higher they have earned.

5 for 5 Troop Incentive

Troops earn an additional 5 cents per box in council store credit by meeting the following 5 requirements:

1. Average 125 boxes per girl selling
2. Participate in a local or Council (Cookies for Heroes) Gift of Caring
3. Meet all deadlines (paperwork, order submission, banking)
4. Make all payments to the Council using online banking
5. Complete the questions on the 5 for 5 Troop Incentive Form

Troop Cookie Managers should complete the 5 for 5 form and submit it with final paperwork in April

Initial Order Incentive

Girls with an initial order of 110 boxes will receive a cool pair of Convertible Gloves



Girls with an initial order of 200 boxes will also receive a Knit Beanie Hat with Brim



Participation / Theme Patch
20-49 Boxes



BFF Bandana
50-109 Boxes



NEW Lower Level
I Lead T-Shirt
110-149 Boxes



Embossed Wristlet
AND \$10 Cookie Credit
150-199 boxes

Kylee & Katie Kangaroo AND
\$15 Cookie Credit
200-299 Boxes



BFF Shoulder Bag
AND \$25 Cookie Credit
300-399 Boxes

More Exciting Girl Incentives

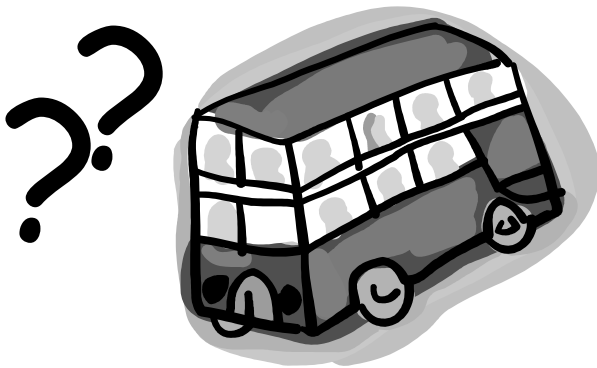


Journal & Pen AND
\$35 Cookie Credit
400-499 Boxes



Be a 500 Club Member!

The girl and her family will be invited to attend a Special Family Day at Camp Candlewood on 6/11/11 or Camp Laurel on 6/18/11. She will also receive this Beach Towel AND a \$50 Cookie Credit 500-749 Boxes



NEW! 750 Club

We have added a new Incentive at 750 boxes. Girls at this level will be taken on a Mystery Tour on May 21, 2011! While we are not saying what it is, it will be fun and exciting for girls of all ages! In addition to the trip, girls also earn a \$75 Cookie Credit



Join the 1,000 Club!

Girl and her adult partner will have lunch with the GSOFCCT CEO! Share your thoughts directly with the CEO and receive special recognition for reaching the 1,000 box level! Mark the calendar for May 7, 2011! She will also receive this soft fleece pillow and blanket AND \$100 Cookie Credit



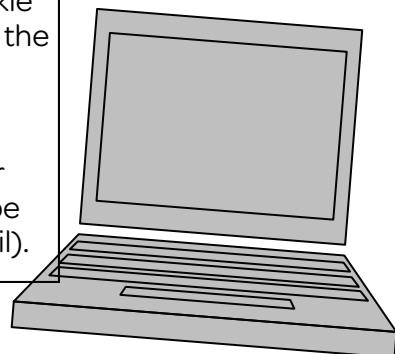
New! 1250 Level

One of the new exciting changes to the girl incentive line-up is the 1250 level! Girl will receive an i-Pod (model to be selected by the Council) or a free week at Day Camp (up to \$215)



New! 1500 + boxes

This is Big! For girls who want to reach new heights in the Cookie Program we have added the choice of a week at Resident Camp (up to \$400) or a laptop computer (make and model to be selected by the Council).



Cookies for Heroes and Local Gift of Caring Projects



How did Girl Scouts of Connecticut deliver over 99,000 boxes of Girl Scout Cookies to our military men and women last year?

Through the Cookies for Heroes Program!

What is Cookies For Heroes?

Cookies For Heroes is the Council's Gift of Caring (GOC) service project that gives customers the opportunity to support Girl Scouting and our military men and women. Customers purchase Girl Scout cookies from their local Girl Scout and the cookies are delivered to service personnel at home and overseas. It's a great way for everyone to support Girl Scouting and the men and women serving our country.

Girls should let their customers know about the Cookies for Heroes program. Customers will often purchase cookies for themselves and the Cookies for Heroes program. If customers only purchase Cookies for Heroes, girls can collect the money at the time of the order as there are no cookies to deliver back to the customer. The Cookies for Heroes program is a great way for girls to reach their goals while supporting a great cause.

Accounting for the Cookies For Heroes boxes

Cookies For Heroes cookies are reported in eBudde in the GOC column. The troop does not handle these cookies. The Council delivers these cookies from its inventory. The girls final box count will include all the cookies that she sold for Cookies for Heroes.

Local Gift of Caring projects

Troops may have a local organization that they would like to support through cookie donations. To participate in a local Gift of Caring project, troops should contact the organization and confirm that cookies would be a great way to support them, work out when and how the cookies will be delivered, and make sure that the girls know about this purpose of the project. Cookies sold for a local Gift of Caring project are recorded in eBudde in the girls' orders and are delivered by the troop.

How to order GOC Patches for your Troop?

All girls who participate in either the Council's Cookies for Heroes or a local GOC project are eligible to receive the Gift of Caring patch. The patches are free but must be ordered by completing the 2011 Gift of Caring patch order form and submitting it to the SU Cookie Manager in April. The total number of patches that are needed must also be entered into eBudde using the "Incentives tab". The patches will come with the rest of the incentives in May.

Promoting Gift of Caring program to customers at booth sales:

- Display a sign listing the group you are supporting.
- Create a drop box where customers can place donated cookies, watch the donated cookies stack up!
- Create a Tally Poster to track the number of donated boxes. Customers can see their donations add up.

During Door-to-Door Sales, Walkabouts and Workplace sales:

- Attach the Cookies for Heroes reminder card to the cookie order card or write on the order card the name of the local Gift of Caring organization that will receive the donated cookies, and ask customers if they would like to purchase a box or two to donate.
- Create a "Walking Poster" that promotes Gift of Caring. Wear the poster when selling in the neighborhood, or at a workplace sale. (See *Walking Poster* activity in Volunteer Activity Guide)



Cookies for Heroes!
A great way to support
Girl Scouting and our
military men and women

Bling Your Booth Contest

**Want to attract more customers
to your cookie booth?**

Do the girls love using their creative talents?

Enter the Bling Your Booth Contest!!

Here is your chance to exhibit your troop/group's creativity and have fun at the same time.

All Girl Scouts are invited to "Bling" their cookie booths and gain extra customer attention. Put the girls creativity to work! Select a category and "Bling Your Booth" to represent the theme. Girls can use decorations, costumes, themed props, and signs -as long as you keep safety in mind, the sky's the limit.

2011 Bling Your Booth Categories:

- Girl Scout Spirit
- Cookies For Heroes
- Helping Others
- Cookies! Cookies! Cookies!
- Glitz and Glamour

How to enter:

Take a picture that best represents your cookie booth.

Submit one photo via email to productsales@gsocfct.org

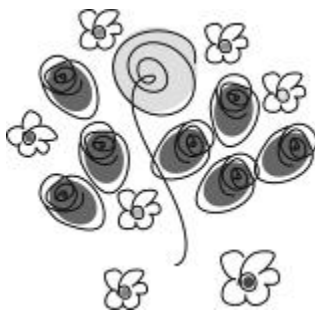
Include in the email the troop #, Service Unit name, Bling Your Booth category and contact information.

Photo must be submitted by April 15, 2011.

A panel of Girl Scout volunteers and staff will select winners in each category. The decision of the panel is final. Winners will be notified by May 30, 2011.

Contest prizes will include gift certificates to the Council shops, free weekends at camp, tickets to area attractions and more!

**First Place Winner– Daisy Level
Troop 66444
2010 Bling Your Booth Contest**



Booth Sale Ideas and Guidelines



What Are Cookie Booth Sales?

Booth sales are a direct way to sell cookies to customers in a public place. They are a great way to increase the girls' sales and are fun to do.

Why Do a Cookie Booth Sale?

Booth sales bring cookies to people who have not been asked and to repeat customers who are ready to make another purchase. The public is also given the opportunity to purchase cookies for Cookies for Heroes or local Gift of Caring projects.

Girls enjoy working as a team and interacting with the public. It is also a great way to build confidence as girls meet people, handle money, and develop responsibility. Booth sales also help girls reach their sale goals by selling beyond friends and family.

How Do We Select a Cookie Booth Sale Location?

Troops/Groups/Girls choose a location in their Service Unit area and get permission to have a booth sale at that site. Each Service Unit is different, so you need to check with your SU Cookie Manager to get the details on how to set up booths in your area.

In addition to the booth sales that are set up locally, the Council has some booth sales that have been set up across the state. You can sign up for these booth sales using the Booth Scheduler in eBudde.

Booth Sales should be held in a safe public place with high visibility.

Possible locations include:

- Sporting events
- Parks and playgrounds
- Concerts and plays
- Banks
- Car washes
- Places of Worship
- Grocery Stores
- Universities and colleges



Some of the most successful booth sales are held in areas not usually associated with sales, like the local post office or transfer station. Always think "girl safety" when choosing a location.

When can we hold a Booth Sale?

Cookie Booths can take place from March 5, 2011 to April 3, 2011. The Council may sponsor some booth sales at major community events at other times.

How do I Get Permission to hold a Booth Sale?

You will need to get approval for your proposed site from your Service Unit Cookie Manager or SU Booth Sale Coordinator. You are encouraged to find sites within your own Service Unit. If you wish to hold a booth sale outside your Service Unit, your SU Cookie Manager must first contact the SU Cookie Manager in that Service Unit before the owner/manager is contacted. Please do not schedule in another Service Unit until you talk with your SU Cookie Manager. We encourage all Girl Scouts to work together to cooperatively schedule and share sites.

How do We Get Cookies for the Booth Sale?

Booth sale cookies may be ordered on the initial order (submitted in February) in anticipation of booth sales to be held in March and April. Order these extra cookies using the proper line in eBudde. **Once ordered, these cookies cannot be returned.** It is the troop's responsibility to pay for these cookies. The advantage is that you do not have to pick cookies up from a cupboard, you will have cookies readily available for customers and your troop/group will earn the Booth Sale Bonus! For every 20 cases of booth sale cookies that are ordered on the troop's initial order, troops/groups will receive a \$20.00 bonus. This is a great way to maximize proceeds from booth sales.

You may also get cookies from Council or Service Unit Cupboard. Cupboard cookies are given out on a limited consignment basis. The list of Council cupboards is available in February. Contact the cupboard at least **two weeks** in advance to set up a pickup time and to ensure the cupboard has the varieties and quantities needed. You may only return **unopened cases of cookies in perfect condition** within 48 hours of the sale.

You may only sell Girl Scout cookies received at cookie delivery or from a cookie cupboard in February, March, or April of 2011. Cookies from past sales may not be sold.

Booth Sale Ideas and Guidelines

How Do We Prepare for a Booth Sale?

Make sure that the adults and girls understand the basics of running a Cookie Booth. If you are new to running a booth sale a Safety Checklist is available for you to review. You may want to role play to get the girls comfortable with asking for sales and accepting customers responses.

Bring a table to set up cookies, displays, and cash box with beginning cash. Troops may not sell any other items or solicit for other organizations at the booth. If you do not have a SU Booth Coordinator, call the manager of the site to confirm the date and time of the booth sale.

Arrange a schedule for adult volunteers and girls. Ensure there is an appropriate girl/adult ratio at all times. Schedule 2-4 girls for a shift. Too many girls present may lead to an unsafe situation, and girls may be too busy socializing to give customers attention.

NOTE: If you cancel a booth sale, notify your Service Unit Cookie Manager, Service Unit Booth Coordinator, and the Council Cupboard. If you do not have a SU Booth Coordinator, also notify the site manager.

How can we hold a Successful Booth Sale?

- Make an attractive table display to gain customer interest. "Bling Your Booth"! Make a cookie poster to hang from your table or for girls to wear. Check out your Cookie Activity Kit for posters you can wear (Cookie Sandwich Sign activity). Visit www.littlebrownie.com for cool clip art.
- Bring along your **team goal poster** and pictures of activities in which you have participated.
- To encourage multi-box purchases, suggest that girls **bundle cookie packages** with a ribbon, and attach gift cards and/or recipes that use the cookies. Handmade cards such as "Happy Birthday" or "Thank You" will be especially meaningful to customers. Girl can make the cards or you can print Cookie Bundling Gift Cards at www.littlebrownie.com. (You can also locate/print the recipes from this Little Brownie website).
- You can also encourage multi-box purchases by suggesting the customers purchase 5 boxes for \$20.00 and reminding them that the cookies are only available for a limited time.



What about Cookie Booth Etiquette?

The troop/group/girls holding the booth sale is responsible for all of its own equipment. Do not ask the manager of the site for supplies or change. Upon arrival, check in and place your table in the area assigned. Girls should not block walkways, entrances, or exits, or stand in the way of the customers. Girls should not be in the parking lot. Neither girls nor adults should eat or drink at the table. Uniforms are always appropriate and are encouraged. If a girl or adult does not own a uniform, she should wear appropriate attire with the Girl Scout pin.

Remind girls to be courteous and respectful to the public. Be friendly and polite to each and every customer regardless of whether he or she purchases cookies. People will judge all Girl Scouts based on the impression they get from the girls at a cookie booth sale. Show your Girl Scout pride by making a great impression.

Adults must be responsible for the cash box at all times but allow girls to make change. The booth area must be kept clean and left spotless. Cases of cookies should be stored securely, and elevated off the ground. Remove empty cases from your booth site area.

What about after the Booth Sale?

If you received cookies from a cupboard you may return unopened cases of cookies that are in perfect condition to the same cookie cupboard. Cookies need to be returned within 48 hours after your sale.

Report your booth sale results on your troop's eBudde final report. You will need to allocate the cookies among the girls that participated in the booth sale. Allocation of the booth sale cookies should be fair and equitable to all girls who participated. Remember, even if a girl did not come to the booth the day of the sale, she may have participated by preparing signs, helping with cookie pick-up and balancing out the finances after the sale. **Deposit booth sale money into the bank immediately.** This will eliminate theft or loss.



Cookie Delivery

Cookies ordered at initial order time will be picked-up at a drive-thru cookie delivery station on March 5, 2011 or March 6, 2011. Check with your SU Cookie Manager to find out when, where and how you will be picking up your cookies. Below are some general guidelines for cookie pick up.

Your SU Cookie Manager will give you specific directions for your delivery. Please review and follow the directions carefully.

Plan ahead

Be clear on when your troop should be available to pick up cookies. Ensure that you allow enough time in your schedule to complete this very important task.

Be on time!

Please arrive at the location at your scheduled time. Troops that show up before or after their assigned time will be allowed to pick up their cookies when traffic and time allow.

How many cases of cookies will fit in the empty car?

Type of Vehicle	Cases
Compact	23
Hatchback	25-30
Mid-sized Sedan	35
Sports Utility Vehicle	60
Station Wagon	75
Mini Van (with seats)	75
Pick-Up Truck (full bed)	100
Cargo Van (with seats)	200



Be prepared

Clean out your vehicle, make arrangements for the children, and line up enough volunteers to help pick up the cookies in one trip. If you require more than one vehicle to pick up your cookies, do not get in line until all of your vehicles have arrived. See vehicle capacity chart for an idea of how many cases will fit in your vehicle. If your vehicle is an open pickup truck you must have a cover or tarp to protect the cookies.

Each troop/group picking up cookies needs to have an adult that will act as a counter to verify the number of cases as they are being loaded. This person must be at least 16 years old and cannot be a driver of the vehicle. It is imperative that the driver remain in the vehicle. For safety reasons children under the age of 12 and pets are not allowed at delivery sites.

Count and sign for your cookies

When you have received all your cookies you will be asked to verify the amount received and sign for the cases received. Delivery overages, shortages, and/or damages should be reported to the Delivery Site Manager on the day of delivery. Discrepancies noted after delivery day must be reported to your Service Unit Cookie Manager within 48 hours of pick-up.

Giving the cookies out to the girls

Have a plan in place for how and where the parents will pick up the cookies from you. Remember to have the parents sign for the cookies when they are picked-up. These parent signatures are important to transfer the responsibility for the cookies from you to the girl's parents/guardians.



Finances

Deposit Procedures

The Cookie Manager is responsible for all monies collected from the girls. The Cookie Manager should safeguard the monies collected by depositing them into the troop/group's bank account. Troops/groups will keep their troop proceeds in their troop accounts. Payments to the Council can begin as soon as the girls begin to turn in their payments. An up-to-date accounting of what is due to the Council is available from eBudde under the "Sales Report" tab.

All money due to Council is to be deposited before March 25, 2011. The only exception is for booth sales held between March 26, 2009 – April 3, 2011. The amount owed for these booths should be deposited within 3 days of the booth sale.

Payment to Council

Payment to Council can be made using the online payment option. To make this payment, deposit all the money collected into your troop/group account. Access the online payment link from the home page of the Council's website (www.gsofct.org). The amount owed is calculated by eBudde and is on the Troop Sales report. After you have made the online payment, print out two copies of the confirmation page. Give one to the SU Cookie Manager along with final paperwork.

Payment may also be made by depositing cash and checks minus your troop proceeds into the GSOFC Webster Bank account using the deposit slips provided by your Service Unit Cookie Manager. **You must write your 5-digit troop number on each deposit slip.** Make sure that the bank validates all copies of the deposit slips. Keep one copy for your records and submit the other copies to your SU Cookie Manager with final paperwork.

Council payments should be made with accuracy, overpayments of \$10.00 or less **will not** be returned to the troop.

Once your deposit has been made it is necessary to input deposit details into eBudde. See troop eBudde instructions for details on how to make this entry. Be sure to keep a record of the proceeds and payments to the Council.

Delinquent Payments

If a family fails to pay their cookie bill, the Cookie Manager should make every effort to collect the money. If troop/group adults are unsuccessful, the Cookie Manager **must** complete a Cookie Delinquency form to report the delinquency. **Troops/Groups should not pay Council for cookies if they have not received the funds from a family. Neither does the troop keep their proceeds from the cookies that are delinquent.** The Cookie Delinquency form is submitted to the SU Cookie Manager with final paperwork. If a troop/group should collect on any delinquent amount, notify the SU Cookie Manager. If the council is successful in collecting the debt, within a reasonable amount of time, the troop/group will receive the proceeds due.

When submitting the Cookie Delinquency form the **original parent signature accepting the cookies and a copy of the girl's Annual Consent form is required.** Any contact notes with the family should be made on the Cookie Delinquency form including the family's contact information.

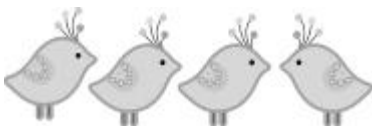
Returned Checks

If a check deposited into the Council account is returned, the council will use Payliance which will debit the customer's checking account electronically for the face amount of the check **plus a \$20 fee.**

If a check is returned in a troop/group account the troop/group adults should try to collect from the customer, if they can. Include the fee charged by your bank in the total amount to be paid by the parent or customer. If a troop is unable to recover money **within two weeks** of the check being returned, submit the original legal copy sent from the bank, a copy of bank notice and troop information, including troop number, Service Unit name, leader's name, address, and description of attempts made to recover the money to:

Attn: Valerie Cleghorn
Finance Department—GSOFC
340 Washington St.
Hartford, CT 06106

Cookie checks forwarded for recovery must reach the Finance Department **no later than June 1, 2011** for the Council to reimburse the troop for the face value of the check and the bank fee. After June 1, 2011 the reimbursement of a returned check will wait until the Council has recovered the funds.



The Girl Scout Leadership Experience

Focus of Girl Scout Activities also known as our “Three Keys” to Leadership

Discover

Girls develop a strong sense of self.
Girls develop positive values.
Girls gain practical life skills.
Girls seek challenges in the world.
Girls develop critical thinking skills.

Connect

Girls develop healthy relationships.
Girls promote cooperation and team building.
Girls can resolve conflicts.
Girls advance diversity in a multicultural world.
Girls feel connected to their communities, locally and globally.

Take Action

Girls can identify community needs.
Girls are resourceful problem solvers.
Girls advocate for themselves and others, locally and globally.
Girls educate and inspire others to act.
Girls feel empowered to make a difference in the world.

Girl Scout Processes

How to do Girl Scout Activities

Girl Led

Learning by Doing

Cooperative Learning

When the *Three Keys to Leadership* and *Girl Scout Processes* are combined:

*Girls gain specific knowledge, skills, attitudes, behaviors, and values in Girl Scouting.
Girls lead with courage, confidence, and character to make the world a better place.*

Mission

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

The 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.*

The 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.*

Misión

*Girl Scouts ayuda a las niñas a desarrollar el valor, la
confianza en sí mismas y los principios para hacer del
mundo un mejor lugar.*

La Promesa de las Girl Scouts

*Por mi honor, yo trataré:
De servir a Dios y a mi patria,
Ayudar a las personas en todo momento,
Y vivir conforme a la Ley de las Girl Scouts.*

La Ley de las Girl Scouts

*Yo me esforzaré por:
ser honrada y justa
cordial y servicial,
considerada y compasiva,
valiente y fuerte, y
responsable de lo que digo y hago,
y por
respetarme a mí misma y a los demás
respetar la autoridad
usar los recursos de manera prudente,
hacer del mundo un lugar mejor, y
ser hermana de cada una de las Girl Scouts.*

Girl Scouts of Connecticut is Connecticut's recognized girl-empowerment organization dedicated to lifelong success through values-based leadership development and personal growth.