



2021-2022 Girl Scout Cookie Program®



CLIMB
WITH
COURAGE

Girl Scouts of Connecticut
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gsofct.org

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Service Unit Cookie Manager: _____

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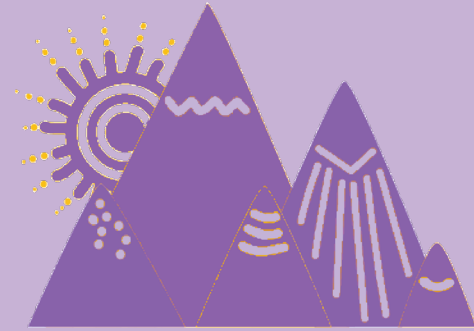
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NOTE: Some pictures in this guide were taken PRIOR to Covid-19 and thus safety measures
such as social distancing and masks were not necessary when the photos were taken.

Position Description



| | |
|------------------------|--|
| Position: | Troop Cookie Manager |
| Appointed by: | Co-leader |
| Term: | One year |
| Responsible to: | Service Unit Cookie Manager |
| Purpose: | Manages the cookie program for a specific troop/group |

Duties and Responsibilities:

- Attend the service unit's troop cookie manager training and/or view the online training tutorial on gsLearn.
- Ensure girls are registered and have signed Annual Consent forms on file with the co-leader.
- Help to plan and incorporate cookie program activities into troop meetings.
- Convey safety and program materials to girls, families, and troop volunteers.
- Enthusiastically train girls and troop volunteers about cookie program procedures and guidelines.
- Use eBudde to manage the cookie program.
- Ensure the troop's cookie order is picked up at the delivery site, parent signatures are obtained for troop records, and cookies are promptly distributed to girls.
- Coordinate in-person troop booth sales with service unit cookie manager OR service unit booth sale coordinator.
- Collect payment from girls and ensure the amount due to council is in the troop bank account by the scheduled ACH payment dates.
- Assist in collecting past due funds, and, if necessary, provide council with detailed information on uncollectible amounts.
- Distribute rewards to girls in a timely manner.
- Meet all deadlines and communicate any concerns to service unit cookie manager.



Qualifications:

- Registered as a member of Girl Scouts of Connecticut and has completed the volunteer application process, including a background check.
- Believes in and subscribes to the principles expressed in the Girl Scout Mission, Girl Scout Promise and Law, and abides by the policies and standards of GSOFCT and GSUSA.
- Is committed to organization diversity.

2021-2022 Cookie Program Overview

The Girl Scout Cookie Program is an important (and fun!) part of the overall Girl Scout experience—lots of learning for girls and super delicious cookies for our awesome cookie customers!



This year's theme is Climb with Courage featuring a koala mascot. The theme is all about embarking on new adventures with girls leading the way—in the cookie program AND in their Girl Scout experiences!

When girls set a goal for cookie season – whether it's to sell enough cookies to earn a ziplining/climbing adventure, learn a new skill, meet a new friend or make a difference in their community – nothing gets in their way. With your support, they'll be on their way to becoming Girl Scout Cookie™ entrepreneurs.

In last year's cookie program, GSOFCCT troops earned more than \$1.8 million in troop proceeds! These proceeds helped troops fund troop activities as well as Take Action projects that benefited Connecticut communities AND allowed girls to grow in the five skills of the Girl Scout Cookie Program. Who can argue with that outcome?



Use the QR code to go directly to GSOFCCT's Cookie Resources page (gsocfct.org/cookieresources) so YOU can help make this the best cookie program yet for girls!

Be sure to check out GSOFCCT's cookie program resources page for volunteers!

Cookie Program Rewards

The 2021-2022 reward lineup has items perfect for a Girl Scout's next adventure! Be sure to check out pages 34-35 and the order card for the full reward lineup. NEW THIS YEAR: Girls and families can see all the reward items on a Girl Scout's Digital Cookie dashboard!



100+ packages earns the koala bracelet



145+ packages earns the koala plush

The Adventure Park™

At 225+ packages, girls can choose a ziplining/climbing adventure at the Adventure Park (select from two locations with 10 dates to choose from) OR the water bottle/bandana combo!

OR



The Shoe that Grows reward option

Girls choose to donate the value of the reward item toward The Shoe that Grows in place of receiving the item. This option is available at the 100+, 145+, and 300+ package levels and is noted on the order card with a shoe icon. Girls will earn a custom patch when they choose this option for at least one reward level.



NEW Cookie: Say hello to Adventurefuls™!

We are excited to announce that a new cookie—Adventurefuls—has been added to the cookie lineup this year! An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt, Adventurefuls takes cookie lovers on a delicious taste adventure just like Girl Scouts go on their own amazing adventures through the cookie program.

This brings the total number of cookie varieties to nine. Adventurefuls has joined the other core flavors—Lemon-Ups®, Trefoils®, Do-si-dos®, Samoas®, Tagalongs®, and Thin Mints—at the \$5 price point. Girl Scout S'mores® and Toffee-tastics® will be at \$6, the same as last year.

See pages 10-11 in this guide for the cookie flavor profiles and allergen information. Complete cookie information can also be found on Little Brownie Baker's website.



NEW Cookie Business Badges



GSUSA has released 13 new Cookie Business badges just in time for the 2021-2022 cookie program! New badges = next-level entrepreneurship skills for Girl Scouts of all levels.

Check out sample badge activities!



Be sure to check out the complete list, including the requirements to earn the badges, using the GSUSA Award and Badge Explorer!



The Cookie Entrepreneur Family Pin returns!

The year-by-year Cookie Entrepreneur Family pin collection is a fun way for families to support their Girl Scout as she develops business skills, makes amazing memories, and earns a different pin for her uniform for every cookie season she participates.



2021-2022 Cookie Program Overview

The cost of cookies for 2021-2022 is as follows: the seven core flavors, including Adventurefuls, are \$5 per package and Toffee-tastic and Girl Scout S'mores are \$6 per package, which reflects the higher cost of the ingredients in these premium flavors.



| | |
|---|---------------|
| Cost of cookies (core) | \$1.10 |
| Cost of cookies (premium) | \$2.09 |
| Cost of rewards (includes patches) | \$0.14 |
| Troop Proceeds | \$0.85–\$0.95 |
| Additional troop proceeds earned by troops meeting Treats & Reads and cookie program benchmarks | \$0.02 |
| TOP Troop Reward | \$0.05 |
| Council proceeds provide service to girls, volunteers, training, property maintenance, etc. | \$2.74–\$2.84 |
| Council proceeds from Girl Scout S'mores® and Toffee-tastic® | \$2.75–\$2.85 |

Troop Proceeds

Troops earn proceeds based on their TOTAL cookie program sales from January-April. The calculation is based on ALL cookies sold, including at booth sales, for the Cookies for Heroes Program and/or a local gift of caring initiative, and on the Digital Cookie® platform.

Troop proceeds are based on the troop's final per girl selling average (PGA). See page 33 for a complete explanation of troop proceeds. Information regarding how Juliettes can participate and earn proceeds in the cookie program is on page 33.

ALL cookie proceeds remain in Connecticut. Proceeds from the cookie program support troop treasuries and generate important revenue used by Girl Scouts of Connecticut to support girl programming and volunteer development.



The online application used by troop volunteers and GSOFCT to manage the cookie program.

eBudde is where:

- girl Initial Orders are entered and cookies sold after the Initial Order and/or at a booth sale are assigned to girls;
- Digital Cookie sales for Girl Scouts and troops are recorded;
- girl and troop rewards are selected/recorded;
- the troop's booth sale sites are entered and approved by the service unit;
- additional cookies picked up at a cookie cupboard are assigned to troops; and
- all aspects of the troop's cookie program, including per girl selling average, troop per package proceeds, and financial transactions (including payments for Digital Cookie sales) are recorded.

Complete instructions, including how to log on to eBudde will be available at gsfct.org/ cookieresources in late December/early January.

All troop cookie managers and/or co-leaders will receive an email in early January with a link to create login credentials to access eBudde for the 2021-2022 cookie program.

NOTE: Troop volunteers MUST be registered for the 2021-2022 membership year AND have the troop cookie manager OR co-leader role assigned to their membership records in order to access eBudde.

Digital Cookie

While a complete overhaul of the Digital Cookie platform is coming for the 2023 cookie program, there will be some notable enhancements to this year's platform to make it easier to navigate and more dynamic for girls, parents/guardians, and volunteers.

- Addition of a My Cookies tab that will provide more information to girls/families about the cookies assigned to the girl, the Girl Scout's current and needed cookie inventory, and her cookie program financials.
- Addition of a My Rewards tab where girls can see the reward lineup and make reward selections for the troop cookie volunteer to see. NOTE: Reward selections will NOT flow to eBudde for the 2022 cookie program.
- Two troop links: Troops can set up a ship only link and/or a link that can support girl delivery/pick up at an upcoming booth sale.



January 2022



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|--|---|-----|-----|-----|--|
| | | For more details about deadlines and action steps needed, be sure to check out the Troop Cookie Manager checklist on pages 8-9. | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | Ensure that each girl/family has an Initial Order Taking card and has received the registration email from the Digital Cookie platform. | | | | | Initial Order Taking begins! Digital Cookie platform opens. |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | Check in with girls/families to see if they need assistance. Remind them that ALL packages sold during the Initial Order Taking Period will count toward girl and troop Initial Order rewards (see pages 16-17)! | | | | | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

February 2022



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|---------------------------------------|-----|--|----------------------------------|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| | | | Deadline to submit ACH authorization. | | Troop deadline to enter Initial Order packages in eBudde. Last day for girl delivery orders to be approved to be included in the Initial Order! | Goal Getter Order Taking begins! |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | | | | | |

March 2022

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|-----|-----|-----|-----|------------------------------------|--|
| | | 1 | 2 | 3 | 4 | 5 Cookie delivery weekend! Check with service unit for specific date. Booth sales begin! |
| 6 → | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 Digital Cookie closes for girl delivery orders. | 21 | 22 | 23 | 24 | 25 First ACH payment initiated. | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

April 2022

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|-----|-----|---|-----|----------------------------------|-----|
| | | | | | 1 | 2 |
| 3 Last day for booth sales. Digital Cookie closes for shipped and donated orders. | 4 | 5 | 6 | 7 | 8 Troop final eBudde deadline | 9 |
| 10 | 11 | 12 | 13 2nd/final ACH payment initiated. Deadline to submit TOP Troop form | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

May 2022 Girl rewards will be shipped to service unit cookie managers in mid-May. Please look for a communication from him/her about where and when to pick up the rewards, including patches, for your troop.

Troop Cookie Manager Checklist

Use this handy checklist to help you keep the troop on track with the 2022 cookie program. Be sure to check your email for the weekly *The Cookie Recipe* emails for key dates and deadlines throughout the cookie program!

November—December 2021

- Troop cookie manager registers for Girl Scout membership year and completes the volunteer application process, which includes a background check.
- Co-leader ensures every girl is registered and has a signed Annual Consent form for each Girl Scout.
- Troop cookie manager attends service unit's troop cookie manager training or views recorded training on gsLearn.
- Troop cookie manager holds a meeting with girls and their parents/guardians to explain the cookie program and set goals. Arrange to distribute materials.
- Digital Cookie registration email sent to troop cookie managers and parents/guardians of registered Girl Scouts in mid-December.

Be sure to view the troop cookie manager training on the gsLearn platform so you can best support your girls/families!

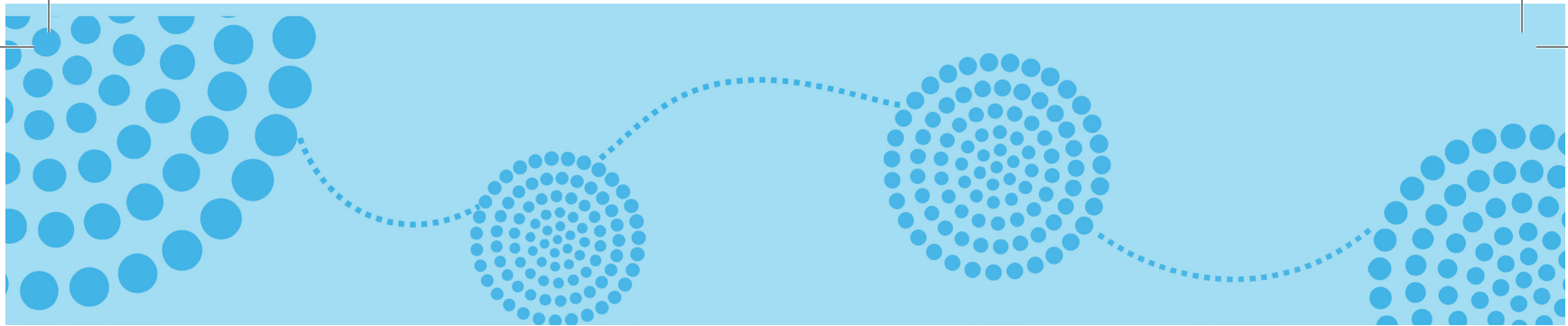
January 8—February 11, 2022 Initial Order Taking Period

- January 8: Initial Order Taking begins AND Digital Cookie platform opens for business.
- Check in with girls and families to offer assistance/support.
- Work with the service unit to set up the troop's booth sale(s).
- February 9: Deadline to submit ACH authorization, if not previously submitted since September 1, 2021.
- **February 11:** Deadline to finalize troop's Initial Order in eBudde. NOTE: Girl delivery orders will continue to flow into eBudde from the Digital Cookie platform up until the troop submits its Initial Order OR February 11 at 11:59 p.m., whichever occurs first.



February 2022

- Distribute Goal Getter Order Cards to girls. Goal Getter sales begin on February 12.
- February 18-25: Select cookie pickup time slot in eBudde (Delivery tab) to pick up the cookie order on the assigned delivery day (March 5 OR 6; each service unit is assigned a specific location and day).



March 5—6, 2022

- Pick up cookies at cookie delivery site on assigned date and time. Your service unit's date and pickup window will be in eBudde on the Delivery tab beginning February 18, 2022.
- Distribute cookies to girls/families and obtain a parent/guardian signature when cookies are picked up.

March 5—April 3, 2022

- Hold booth sales (see pages 24-26 for more information) and deposit money into troop account.
- Fill additional orders that come in AFTER the Initial Order Taking period with extra cookies from the Initial Order or from a cookie cupboard (see page 27 for information about additional cookie sales).
- If girls have online orders for girl delivery that were NOT included in their Initial Order (Digital Cookie online storefronts are open through March 20 for in-person delivery orders) use the troop's extra cookies from its Initial Order or pick up the needed boxes from a cookie cupboard to fill the order.
- Be sure to assign additional packages sold to girls in eBudde! The troop cookie volunteer will need to do this for ALL packages, including booth sale cookies, sold AFTER the Initial Order Taking Period.
- Collect money for all cookies assigned to girls and deposit promptly into troop bank account. NOTE: Payment for cookies assigned to girls to fill online girl delivery orders is NOT collected by the troop. These payments are received by council and credited to the troop in eBudde.
- Enter payments received from families in eBudde under each girl's name (Girl Order tab).

March 25, 2022

- First ACH payment withdrawn. See pages 36-37 for additional cookie program finance information.

April 3—April 13, 2022

- April 3: Last day for all cookie sales, including booth sales. Digital Cookie platform closes for shipped and donated orders.
- **April 8:** Deadline to finalize eBudde entries, including rewards and patches,.
- April 13: Second and final ACH payment withdrawn. See pages 36-37 for additional information, including the procedure and deadline for reporting girl/family non-payment issues. Deadline to submit TOP Troop Reward form (available at gsofct.org AFTER March 18).

May 2021

- Pick up girl rewards from service unit cookie manager and distribute to girls in a timely manner. Cookie Credits and TOP Troop Reward certificates mailed to co-leader/troop cookie manager.

Girl Scout Cookie™ Food Allergen Guide (2021–2022)



Little Brownie Bakers updated the precautionary allergen disclosure on its Girl Scout Cookie packaging labels. All packaged foods in the U.S., including Girl Scout Cookies®, are required to identify any of the top eight food allergens present as ingredients either in the ingredients list or through a “Contains” statement. A precautionary allergen disclosure (“Manufactured in a shared facility with” statement) was added to our labels to declare the presence of allergens in the bakery where Girl Scout Cookies are made. This update was made to continue to prioritize safety and to be transparent and sensitive to the needs of our customers. Little Brownie Bakers confirms that customers will be buying the same cookies they know and love — and purchase year after year — with no changes made to the manufacturing process.

| | | PEANUT | TREE NUT | WHEAT | SOY | MILK | EGG |
|--|---|--------|----------|-------|-----|------|-----|
| adventurefuls™ • Real Cocoa | CONTAINS: | | | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | ● | | | | ● |
| do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats | CONTAINS: | ● | | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | | ● | | | | ● |
| girl scout s'mores® • Made with Natural Flavors • Made with Real Cocoa | CONTAINS: | | | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | ● | | | | ● |
| lemon-ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS | CONTAINS: | | | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | ● | | | | ● |
| samoas® • Real Cocoa • Real Coconut | CONTAINS: | | ●* | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | | | | | ● |
| tagalongs® • Real Cocoa • Real Peanut Butter | CONTAINS: | ● | | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | | ● | | | | ● |
| thin mints® • Made with Vegan Ingredients • Real Cocoa | CONTAINS: | | | ● | ● | | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | ● | | | ● | ● |
| toffee-tastic® GLUTEN FREE • No Artificial Flavors | CONTAINS: | | | | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | ● | ● | | | ● |
| trefoils® | CONTAINS: | | | ● | ● | ● | |
| | MANUFACTURED IN A SHARED FACILITY WITH: | ● | ● | | | | ● |

***Made with Coconut.**

Product formulations can change at any time. Consumers should always review the ingredient statement for their individual allergies or dietary restrictions for the most up-to-date information on the ingredients contained in the product in that package. For more details, check with Little Brownie Bakers.



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2021–2022 Girl Scout Cookies®

adventurefuls™ • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.
Approximately 15 cookies per 6.3 oz. pkg.

UD

NEW!



lemon-ups® NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits.

Approximately 12 cookies per 6.2 oz. pkg.

UD



samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes.

Approximately 15 cookies per 7.5 oz. pkg.

UD



tagalongs® • Real Cocoa • Real Peanut Butter

Crispy cookies layered with peanut butter and covered with a chocolaty coating.

Approximately 15 cookies per 6.5 oz. pkg.

UD



do-si-dos® • Made with Natural Flavors • Real Peanut Butter • Whole Grain Oats

Oatmeal sandwich cookies with peanut butter filling.

Approximately 20 cookies per 8 oz. pkg.

UD



trefoils®

Traditional shortbread cookies.

Approximately 38 cookies per 9 oz. pkg.

UD



thin mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint.

Approximately 30 cookies per 9 oz. pkg.

UD



girl scout s'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolate and marshmallowy filling.

Approximately 16 cookies per 8.5 oz. pkg.

UD



toffee-tastic® • No Artificial Flavors • GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg.

UD



All our cookies have...


- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

Cookie Program Girl Training

Holding a cookie program training meeting is the first step to a successful cookie program! This is an opportunity to capitalize on the girls' excitement about selling cookies, to discuss girl and troop goals, and what the troop wants to do with its cookie program earnings.

| Topic | Discussion Points |
|--------------------------------|---|
| Brainstorming and Goal Setting | <p>The troop can discuss ways to use their cookie proceeds. Girls can get started by brainstorming answers to the following:</p> <ul style="list-style-type: none"> • What can we do with our cookie money to help others? • What can we do with our cookie money for fun and learning? <p>Girls should estimate how many boxes of cookies the troop and each girl will need to sell to reach their goal. Have the girls record their goals on their paper order cards and Digital Cookie dashboard so they can share their goals with customers.</p> |
| Safety Review | <ul style="list-style-type: none"> • Review the safety guidelines on page 15 and the safety guidelines outlined in the Safety Activity Checkpoints for Cookie and Product Sales at gsocfct.org. • Go to gsocfct.org to view GSOCFCT's COVID-19 guidelines. |
| Know Your Cookies | <ul style="list-style-type: none"> • Review the cookie order card with girls so they are familiar with the cookies and the two price points (\$5 and \$6). Cookie varieties and ingredient information are on pages 10-11 in this guide. • Adventurefuls™ is the NEW cookie this year (\$5/package) • If the girls have participated in the cookie program before, you can ask them about their favorite cookie flavors. • If the girls are new to the cookie program, review the cookie varieties, ingredients, and allergen information. |
| Taking Cookie Orders | <ul style="list-style-type: none"> • Review program dates (see calendar on pages 6-7). • Review ways girls can reach out to customers (pages 20-21). • The Digital Cookie platform allows girls to reach out to customers via email, text, and social media. See pages 18-19 for more details. • Girls can also reach out to customers in person. Girls should only sell in familiar neighborhoods. When taking orders in person, girls and families must abide by local and state health guidelines regarding wearing masks and maintaining social distance. |



| Topic | Discussion Points |
|--|--|
| Interacting with Customers | <ul style="list-style-type: none"> Girls can prepare an in-person sales pitch to ask customers to purchase cookies. Remind girls to let in-person customers know about purchasing cookies for Cookies for Heroes. Younger girls can work with their families to set up their Digital Cookie storefront and create messaging for their customers about what they hope to learn while participating in the cookie program and how the troop plans to use the proceeds. Older girls can develop strategies to market their cookie business beyond friends and family, including using social media, holding virtual cookie booths, and safe ways they can reach out customers they know in their communities. |
| Cookies for Heroes | Discuss this program with girls (see page 23 for details). Encourage girls to set a Cookies for Heroes goal AND to share this goal with customers. |
| Goal Getters & Cookie Booths | <p>Remind girls they can continue their cookie program with Goal Getter orders and holding booth sales (in person or virtual).</p> <ul style="list-style-type: none"> Girls can continue using their Digital Cookie online storefront to reach customers. Girl delivery orders can be placed through March 20 and direct shipped and donation purchases can be made through April 3. Girls should discuss the possibility of holding an in-person booth sale, assuming they can be held according to local and state public health guidelines. <ul style="list-style-type: none"> Girls can discuss the possibility of using social media platforms to host virtual booths. Girls and families must review GSUSA's Supplemental Safety Tips for Online Marketing prior to hosting a virtual booth. |
| Rewards | <ul style="list-style-type: none"> Older girls (Junior and older) can discuss if they want to take individual girl rewards OR additional troop proceeds. Troops MUST vote (majority rules) to decide to take additional proceeds in lieu of rewards. NOTE: Daisy and Brownie troops are required to take individual girl rewards. Rewards are pictured on the order card AND can be viewed from a girl's Digital Cookie dashboard. Encourage girls to think about setting goals to help them earn their desired rewards. |
| Cookie Delivery and Payments  | <ul style="list-style-type: none"> Discuss with girls/families when and where cookie orders can be picked up. If girls/families accept checks from customers, they should be made payable to GSOFCT and should only be accepted from friends and family. Turn over money to the troop cookie volunteer promptly. Girls/families can consider accepting payment electronically from customers and troops should consider using Cheddar Up to accept payment electronically from troop families. Cookies should not be left with customers without receiving payment. Cookies ordered via Digital Cookie are paid for by the customer at the point of purchase. Girls do not need to collect payment for these cookie orders. Troops are credited for these payments in eBudde. Discuss with girls/families that money earned through the cookie program belongs to the troop and not to individual girls. |

Cookie Program Tips

Have girls discuss and decide:

- Ways to promote the cookie program to EVERYONE!
- Where and how to sell (neighborhood, booth sale, parent/family/friend workplace, etc.).
- How to track progress toward individual and troop goals.
- How to use troop proceeds for fun, learning, and giving back.
- How to celebrate ALL successess in this year's cookie program, including growth in the five skills, badges earned (be sure to check out the NEW cookie business badges), and troop proceeds earned!

**To make it
girl-led...let
girls lead!**

Involve Parents/ Guardians

Parents and guardians play a BIG role in their Girl Scout's cookie program success!

- Hold a troop family meeting to discuss WHY the troop is participating.
- Let families know WHAT the troop goal is and have girls vote on how to use the troop's cookie program proceeds.
- Be sure to share the five skills (page 22) with families.

Goals, Goals, GOALS!

The key to success in the cookie program? Simple. SET A GOAL.

- A Girl Scout's Digital Cookie platform is a great way to keep track of her cookie program progress!
- Girls can check out Pinterest for suggestions for goal charts they can make and print out or keep on their or their parent/guardian's mobile device.

Sell beyond friends & family

Wherever they go, girls should be prepared to ask people to purchase cookies!

- REMEMBER: Customers are eagerly looking for their favorite Girl Scout Cookies!
- Keep the "pocket order card" in your backpack or in the car so you are always prepared to take a customer's order.
- Download the Digital Cookie mobile app on your or a parent/guardian's mobile device so you don't miss an opportunity to make progress toward your cookie goal!

Add new elements

Incorporate fresh ideas each year to add a spark and challenge to the cookie program!

- Consider additional marketing ideas such as distributing door hangers or holding a walkabout sale in your neighborhood OR the neighborhood of a relative or family friend.
- See if girls/families are interested in holding a virtual booth. Check out tips for holding a virtual cookie booth at Girl Scouts at Home at girlscouts.org (For Troop Leaders).

Safety

Visit gsofct.org for the most up-to-date COVID-19 guidelines.

Girl Scouts of Connecticut places great emphasis on the safety of girls participating in the cookie program. Please visit gsofct.org/cookieresources after December 1 for additional cookie program safety information. All girls and families should be made aware of this important information so they can have a safe and successful cookie program.

BEFORE the cookie program begins

- All girls must be registered and have a signed Annual Consent form on file with the co-leader prior to participating in the cookie program.
- Educate girls and parents about cookie program safety so they understand and are aware of safety measures.
- The Digital Cookie platform is the only approved online sales tool available to girls when selling cookies. Girls cannot set up third-party sites where cookies are sold and money is exchanged online, i.e. Craigslist, eBay, Facebook Marketplace, etc.
- Review the Safety Activity Checkpoints for Computer/Online Activities AND for Cookie and Product Sales for complete safety guidelines.
- Review the GSUSA Internet Safety pledge before using the internet to promote a Girl Scout's cookie program.
- Girls and families must review and abide by GSUSA's Supplemental Safety Tips for Online Marketing prior to using social media to promote a Girl Scout's cookie program.

DURING the cookie program

- An adult must accompany Daisies, Brownies, and Juniors when they are selling, taking orders, or delivering cookies.
- Cadettes, Seniors, and Ambassadors may use the buddy system and pair up with another girl. However, an adult must be available while they are engaging in cookie program activities.
- Adults should supervise girls when they are participating in any online activity related to the Girl Scout Cookie Program.
- Girls 12 and younger can use social media accounts of parents/guardians/trusted adults to promote their cookie program. Girls 13 years and older can use their own social media accounts.
- Girls should only share their first names, troop/group number, or council name when selling online.
- If providing an email address, a girl should use either a group account monitored by an adult OR an email account owned by an adult.
- Never reveal a personal email or street address when online.
- Girl Scouts must wear a membership pin, uniform or Girl Scout clothing when selling, taking orders, or delivering cookies.
- Only go door-to-door during daylight hours and in familiar neighborhoods.
- Do not enter the home or vehicle of a stranger.
- Be safe on the road, especially in busy intersections and along the roadway.
- See page 26 for booth sale safety guidelines.

Money Safety

- Safeguard money at all times.
- Avoid keeping large amounts of money in your possession.
- Money should be given to the troop leader regularly and promptly deposited into the troop bank account.
- Daisy Girl Scouts should not handle money.

Initial Order Taking kicks off January 8!

Participating in the Initial Order Taking portion of the cookie program is the **SINGLE** best way for girls to not only reap the full benefits of the cookie program, but also to reach their cookie program goals!

January 8—February 11

- Troop cookie volunteers gain access to eBudde on January 8.
- eBudde instructions will be posted to gsocfct.org/cookieresources no later than January 8.
- Cookie program starts and Digital Cookie online storefronts open for business on January 8.
- Create login credentials for eBudde (per eBudde instructions).
- Review the contact information listed for the co-leader and troop cookie manager in eBudde and edit, if needed.
- Digital Cookie orders (girl delivery, shipped and donation) will flow directly into eBudde and should NOT be manually entered.
- In-person orders (paper order card) need to be entered by the troop volunteer NO LATER than February 11 at 11:59 p.m.
- Additional cookies/booth sale cookies can (but do not have to be) be included as part of the troop's Initial Order and should be entered on the Booth line (in package, NOT case, quantities) before submitting the troop's Initial Order. See pages 17 and 25 for additional information about ordering booth sale cookies.

NOTE: Cookies ordered as part of the Initial Order, including cookies ordered on the Booth line, CANNOT be returned to/exchanged at a cookie cupboard!

It's GIRL SCOUT Cookie Time!

Girl Scout: _____ Troop #: _____

My goal is: _____

To order: _____

Delivery: _____

You donate cookies, and I'll deliver them! _____

List your chosen organization _____

Find out more at GirlScoutCookies.org

Get your favorites delivered!

- adventurefuls** Brownie-inspired cookies with caramel flavored crème @
- lemon-ups** Crispy lemon cookies @
- trefoils** Traditional shortbread cookies @
- do-si-dos** Peanut butter sandwich cookies @
- samoas** Chewy and rich—chocolate, coconut, and caramel @
- tagalongs** Peanut butter patties @
- thin mints** Crisp, chocolatey and minty! @
- girl scout s'mores** Chocolate, marshmallowy, graham cookies @
- toffee-tastic** Rich, buttery toffee cookies @

| | SOY | WHEAT | MILK | PEANUTS | EGGS | GLUTEN |
|--------------------|-----|-------|------|---------|------|--------|
| Adventurefuls | | | | | | |
| Lemon-Ups | | | | | | |
| Trefoils | | | | | | |
| Do-Si-Dos | | | | | | |
| Samoas | | | | | | |
| Tagalongs | | | | | | |
| Thin Mints | | | | | | |
| Girl Scout S'mores | | | | | | |
| Toffee-Tastic | | | | | | |

CONTAINS MANUFACTURED IN A SHARED FACILITY WITH

*Made with Coconut.

See nutrition information for total fat and saturated fat content in Thin Mints, Samoas and Tagalongs. Refer to your cookie package for the most current cookie information. To learn more, visit LittleBiscuits.com.

All of our cookies have:
NO High-Fructose Corn Syrup
NO Partially Hydrogenated Oils (PHOs)
Zero Grams Trans Fat per Serving
RSPO certified (Mass Balance) Palm Oil
Halal Certification

Contactless Delivery Available

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girl scouts
cookie program

Little Biscuits

Cookie Delivery Weekend March 5 and 6

- Pick up the troop's Initial Order cookies at the assigned date, time, and cookie delivery site. Each service unit has an assigned date, location, and pickup window. Check with your service unit cookie manager to confirm YOUR service unit's date and location.
- Distribute cookies to girls/families as soon as possible after the troop picks up the cookies. **IMPORTANT:** Obtain an adult signature when each girl's cookie order is picked up.

See pages 28-29 for complete information about Cookie Delivery Weekend.

Girl Initial Order Reward

Girls who sell at least 140+ packages during the Initial Order Taking Period will earn the bright and colorful Samoas Adventures Beach towel.

All packages sold on the order card AND through the Digital Cookie platform during the Initial Order Taking Period will count toward a girl earning the Initial Order Reward.



Troop Initial Order Reward

Troops averaging 140 packages per girl selling during the Initial Order Taking Period will earn the Water Bottle/Bandana combo. This is a must-have reward for girls and troops that are planning an outdoor adventure! The water bottle will keep girls on track to make sure they stay hydrated while the bandana can keep them looking sharp!



AND



Booth Order Bonus

Troops earn \$20 for every 20 cases (240 packages) ordered on the Booth line on the Initial Order tab.



- Troops must have at least two girls with Initial Orders entered in eBudde to qualify. Booth cookies ordered on the Initial Order are picked up with the rest of the troop's cookies on cookie delivery day.
- When ordered as part of the Initial Order, these cookies cannot be returned to a cookie cupboard, even if not sold during the cookie program.
- Girls registered as Juliettes do not qualify for this bonus.

Digital Cookie

The Digital Cookie platform allows girls to bring their cookie program to the next level with easy-to-use online tools, including a mobile app. Access to the Digital Cookie platform (digitalcookie.girlscouts.org) begins in late 2021. Look for a registration email in mid-December to get started. Visit gsofct.org/cookieresources after December 1 for more information.



Simple steps to get girls started.

1

Register. Parents/guardians of all registered Girl Scouts will receive an email invite in mid-December to register their Girl Scout(s) for this year's Digital Cookie platform. Follow the link in the email to get started.

2

Set up an online storefront. Girl Scouts can enter their sales goal, share their cookie story, and upload a fun picture or video. Save the storefront settings, have the site approved by a parent/guardian, publish the site and, beginning on January 8, 2022, the online storefront will be live for customers to purchase cookies!

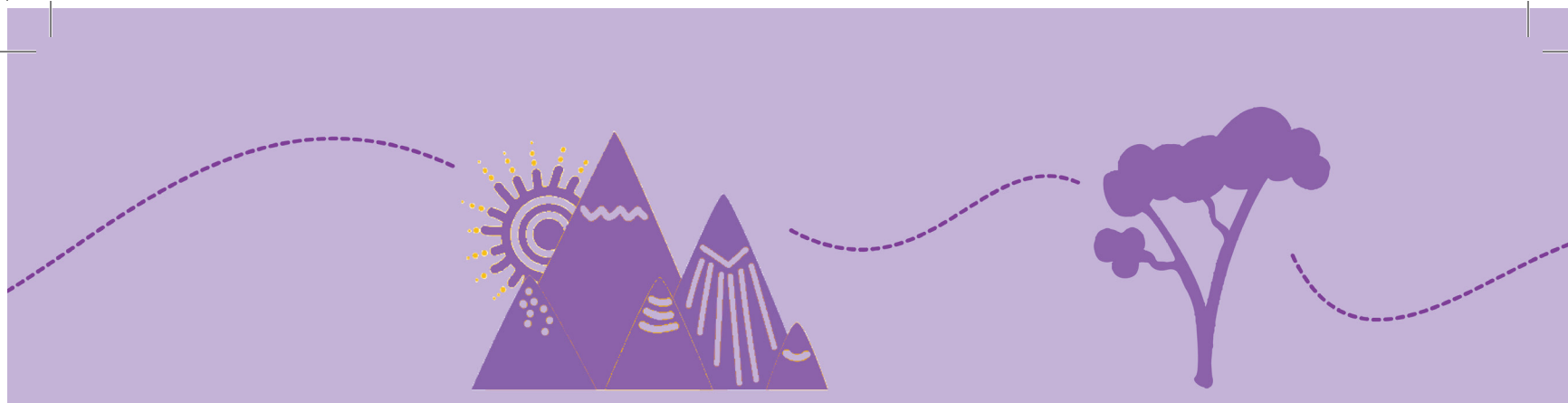
3

Invite customers. Girls can manage their cookie customer list and send ready-to-use emails inviting people to support their cookie program. They can share a link to their Digital Cookie online storefront on social media with family and friends.

4

Track goals. Girls can keep tabs on how close they are to their cookie package goal by tracking the number of boxes sold, number of orders placed as well as sales by delivery type and cookie variety. Girls can add their offline sales to get a complete picture of their cookie program.

*Make sure
Girl Scouts in
your troop are “opted
in” to emails in their
membership record to
ensure they receive
the Digital Cookie
registration
email!*



New for 2022

For girls/families:

- My Cookies tab will allow for greater insight into a Girl Scout's cookie program for the parent/guardian/family.
 - » Will be able to see ALL the inventory that has been assigned to the Girl Scout (Initial Order cookies AND additional cookies given to the Girl Scout after the Initial Order)
 - » Will show total number of cookies sold by the Girl Scout, including booth sale cookies, as the numbers will flow directly from eBudde to include booth cookies and additional packages picked up by the girl/family.
 - » Will provide the financial information regarding the Girl Scout's cookie program.
- My Rewards tab will allow Girl Scouts/parents/guardians to view the reward lineup from the Girl Scout's Digital Cookie dashboard.
 - » Rewards will be pictured and full information about the reward choices will be included.
 - » Girls can select rewards at levels where there is a choice once she has sold the required number of cookies. NOTE: This information will NOT flow to eBudde, but troop volunteers can run a report from Digital Cookie providing all the reward choices selected by girls.

NEW!
My Cookie and My Rewards tabs will give girls/families more information about a Girl Scout's complete cookie program!

For troop volunteers:

NEW! Two troop links—one for in-person delivery and one for direct ship—will allow troops to target specific customers!

- Two troop links to accommodate in-person delivery/pick up AND direct ship.
- Troops can choose to use one or both links. Set up takes place on the troop's Digital Cookie dashboard.
- Troops can use the in-person delivery/pick up link for customers who wish to pick up cookies from an upcoming booth sale (pre-order) or at the booth sale for walk-up customers.
 - Troop volunteers can (and should!) encourage girls/families to make reward selections from the Girl Scout's Digital Cookie dashboard so she/he can pull a report to make the reward entries in eBudde.
 - With additional sales data flowing from eBudde to Digital Cookie beyond the Initial Order Taking Period, girls/families can see the same information that the troop volunteer sees in eBudde making it easier to reconcile and resolve any discrepancies.

Connecting with Customers

**The key takeaway:
ALWAYS ask people
if they would like to
purchase cookies. Being
asked is how people
become cookie
customers!**



Many people would love to buy Girl Scout Cookies, but they don't know a Girl Scout or have not been asked! Here are some ideas for connecting with customers. Encourage girls and families to reach out to people in ways that make sense for them, but also try some new strategies for finding customers.

Friends and Family

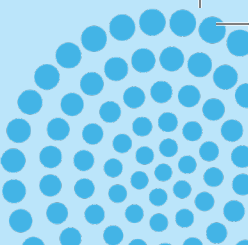
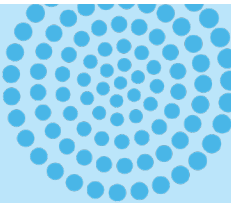
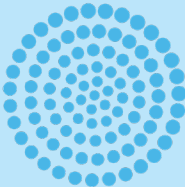
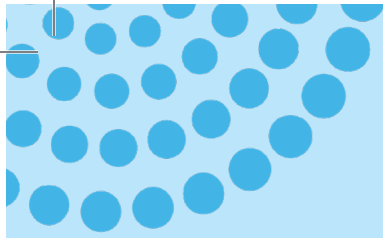
These individuals are frequently a Girl Scout's first cookie customers because they are the people girls know best! A younger girl can find it helpful to practice her sales pitch with people she is comfortable with.

- » Visit friends and family in person or reach out by email, text, or phone. Use the Digital Cookie platform to send marketing emails.
- » Girls 13 and older can use their own social media accounts to let people know they are participating in the cookie program. Girls 12 and younger can use their parents, guardians, or trusted adult's social media account.*
- » Strategize ways to find customers beyond friends and family, including developing a marketing plan and brainstorm all the communities the Girl Scout and her family belong to.

Door-to-door in the neighborhood

- » Girls take orders on their order cards and then return to deliver the cookies and accept payment.
- » Girls can leave a flyer or door hanger at familiar homes letting neighbors know they're selling Girl Scout Cookies. The marketing piece can include a QR code directly to the Girl Scout's Digital Cookie online storefront, provide an adult's phone number and/or an adult-monitored email address so the Girl Scout can be contacted to place an order. Girls can also send neighbors an email with a link to their Digital Cookie online storefront.
- » Another idea: Conduct a walkabout in March with cookies in hand so neighbors can buy cookies on the spot!

* Before using social media, girls and parents/guardian must review the *Digital Marketing Tips for Cookie Entrepreneurs and Families* and *Supplemental Safety Tips for Online Marketing* at [girlscouts.org](https://www.girlscouts.org) before using social media to promote a girl's cookie program.



Parent/Guardian/ Caregiver/Family Friend co-workers and colleagues

- » Parent/guardian/family friend workplaces may allow a girl to present to staff (in person or virtually) to ask individuals to buy cookies.
- » A workplace might allow for the adult to forward a picture of the order card with cookie variety descriptions along with a note with the Girl Scout's first name and cookie goal attached to it.
- » If a girl is marketing her cookie program at a place of business, an adult may be responsible for the order card, but girls should take responsibility for filling orders, writing thank-you notes and, if possible, delivering cookies.

Booth sales, including drive-thru booth sites and virtual booths on social media, are another great way to reach customers. See pages 24-26 for more info.

More tips for reaching customers

- » Let customers know about the Cookies for Heroes Program. Customers can purchase cookies to be donated to active duty service members, veterans, and local heroes (see page 23 for more information).
- » Keep the order card or the Digital Cookie app on a mobile device handy so girls won't miss a cookie sale opportunity!
- » Girls can visit local businesses to ask employees/owners if they would like to order cookies as gifts for loyal customers or thank-you gifts for employees.
- » Other prospective customers include school and extracurricular teachers, coaches, social workers, and members of a family's house of worship.

There are MANY ways girls/families can participate in this year's cookie program. When appropriate steps are taken, girls can fully participate in the cookie program while staying safe.

Five Skills of the Girl Scout Cookie Program

The Girl Scout Cookie Program is THE leading entrepreneurial program for girls.

Use the chart below to explain to parents/guardians and families how participating in the Girl Scout Cookie Program gives girls skills they need to succeed now and as they become adults.

When girls and troops participate in the cookie program, girls learn to work as a team to accomplish goals while building confidence in their skills and abilities. And did we mention fun? Girls have a ton of that, too! To learn more about the Girl Scout Leadership Experience, visit girlscouts.org/gsle.





Cookies for Heroes is the council's Gift of Caring program. Girls can offer their customers the opportunity to support the girl's troop and, at the same time, donate cookies to women and men serving in the military, veterans, and local heroes.

How do girls sell cookies for Cookies for Heroes?

Girls can sell cookies for this program in person during and after Initial Order Taking as well as at booth sales and walkabouts. Customers can also make a purchase for Cookies for Heroes through the Digital Cookie platform.

See page 34 for the special rewards girls can earn when they sell cookies for the Cookies for Heroes Program!

When taking orders, girls should ask customers if they would like to make a Cookies for Heroes purchase. If girls leave an order card at a parent, family, or friend's workplace, they can attach a Cookies for Heroes flyer to the order card. Booth sales are also a great time to promote Cookies for Heroes. Troops can decorate their booths with posters and flyers to market the program to customers.

How are these cookies accounted for? How do girls receive credit for these cookies?

When a girl sells a package (or more!) for Cookies for Heroes, she records the purchase on her order card and the troop cookie manager records the sale in eBudde. Packages sold for Cookies for Heroes on the Digital Cookie platform are automatically recorded in eBudde and do not need to be added by the troop volunteer.

Can troops donate cookies to a local charitable organization?

Yes! When a troop selects a community organization to receive its cookie donations, this is called a "local gift of caring initiative." If a troop chooses this method of donating cookies, it is responsible for contacting the organization prior to taking donations to confirm it can accept the cookies. The troop uses cookies from its inventory to deliver to the organization.

How do cookies sold for Cookies for Heroes get to the intended recipients?

GSOFACT partners with organizations to deliver the cookies so the troop does not physically handle packages of cookies sold for the program.

TIP: Suggest girls set a Cookies for Heroes goal to share with their customers.

Booth Sales

March 5—April 3, 2022

Cookie booth sales are a great way for girls to reach new customers and for troops to increase their sales! Booth sales are generally held in front of local businesses or at community events with a high level of foot traffic. Girls can also consider holding a virtual booth on social media with the supervision of troop adults. Details about holding a virtual booth can be found at gsfct.org.

Check out pages 25-26 in this guide to ensure you have the information needed for the girls to have a successful booth sale season! Don't forget to review the GSOFCT Booth Sale Guidelines for Troops ahead of holding your booth sale.



How does the troop obtain a booth sale site?

Booth sale sites are handled at the service unit level. Troops should check with their service unit cookie manager to find out what the service unit's procedure is for securing a booth site. Booth sales can only be held during the booth sale period (March 5–April 3, 2022). Any exceptions must be approved by the GSOFCT Product Sales Team.

Troops may only hold booth sales in their service unit. If they wish to hold a booth sale outside of their service unit's border, they must contact their service unit cookie manager to see about obtaining permission to hold the booth sale at the desired location.

Once a booth site is confirmed by the service unit, check with the service unit cookie manager to determine if the service unit or troop volunteer is responsible for adding the booth site into eBudde. The booth site **MUST** be entered into the troop's eBudde record (Booth Sites tab). Listing the booth site in eBudde:

- » Acts as the troop's trip application AND
- » Allows the booth to be listed in the Cookie Finder app.

Occasionally council will set up booth sites that are open to ALL troops regardless of where the site located. These booth sites will be listed in eBudde and will be available on a first-come, first-served basis.

Basic Guidelines for Holding a Booth Sale



Booth sales are considered a troop activity. Occasionally, a Girl Scout in a troop will want to hold a booth sale outside of/in addition to her troop's booth sale(s). These girls and families must adhere to the service unit procedures for securing a booth site and GSOFCT's guidelines for holding a booth sale.

If this situation arises, please refer the parent to the service unit volunteer who handles booth sites for your service unit. In addition, please refer the parent to the GSOFCT Booth Sale Guidelines for Families document available at gsfct.org.



Visit
gsfct.org
for the most up-to-date guidance
regarding booth
sales and
COVID-19.



Stocking a booth sale

Troops can obtain inventory for their booth sale in the following ways:

- » Ordering cookies on their Initial Order on the Booth line, and/or
- » Picking up cookies at a council or service unit cupboard (see pages 30-31 for more information about cookie cupboards, including the return policy).
- » NOTE: Cookies ordered as part of a troop's Initial Order may NOT be returned to a cookie cupboard, even if the cookies are not sold by the end of the cookie program.

Only cookies received in one of the following ways may be sold during the 2021-2022 booth sale season:

- » Picked up from a GSOFCT cookie delivery site on March 5 or 6, 2022, or
- » Picked up from a GSOFCT cookie cupboard beginning the week of February 28, 2022. Cookies from Election Week Cookie Sales, a different council, or past sales cannot be sold. Troops may not promote, collect, or sell items other than Girl Scout Cookies at a cookie booth.



Booth sale duration. Booth sales can be held for as few as 60 minutes or for an entire day. Factors that will influence the duration of the booth sale include:

- » The number and ages of girls available and the availability of adult volunteers.
- » The availability of the location as determined by the service unit.
- » The weather! Cold, windy, and rainy or snowy conditions may dictate a shorter booth sale.



Check in with the business owner/manager and follow any instructions that she/he gives you. Do not ask the business for any supplies or change; be sure the troop brings everything it will need for the booth sale.



Store cases off the ground and keep things neat! Remove empty cases right away. Remove everything the troop brought to the site when it leaves.



Cash donations. Any cash donation MUST be used to purchase cookies for either the Cookies for Heroes Program OR the troop's local gift of caring program; donations should NOT be taken as a donation to the troop.



Girls must be present at all times. Adults may assist, but not sell Girl Scout Cookies. At least two adults MUST be present at the booth. At least one of these volunteers must be registered with GSOFCT and have a background check. Consider having additional volunteers on hand to assist with bathroom breaks and/or in case of emergencies.



Non-approved booth locations. Girl Scout Cookie booths CANNOT be held in partnership with businesses, organizations, or events that a girl cannot legally patronize, including bars, breweries, tobacco stores, liquor stores, and marijuana dispensaries, etc.

Booth Sale Safety and Best Practices

Safety Guidelines

- At least one approved adult from each troop is expected to participate in product sales training and update the girls and volunteers on safety and program materials before the booth sale.
 - Visit gsofct.org to review the most up-to-date COVID-19 guidelines.
 - Girls must either wear their Girl Scout uniform, a membership pin, or informal Girl Scout clothing. Girls should dress for the weather.
 - Check out the booth sale site beforehand. Look for security measures and the location of the nearest bathroom.
- Ensure the table does not block pedestrians, bikes, or cars around your booth.
- Keep girls safely away from cars.
- Girls should be in charge of making all sales.
- Safeguard the cash box. Adults are responsible for the cash box and assisting girls.
- Review the Safety Activity Checkpoints for Cookie and Product Sales at gsofct.org.
- The girl/adult ratio should be followed at all times. See the Safety section of Volunteer Essentials on the Volunteering tab at gsofct.org.
- A first aid kit must be accessible at the booth at all times.

What to bring (in-person booth sales)

- In addition to cookies, bring a cash box with starter change and a table.
- If the troop opts to accept credit cards, remember to bring the card reader or mobile device with the Digital Cookie mobile app OR Cheddar Up app, if applicable.
 - Signs and decorations for the table.
 - Cards and ribbon to make multi-box bundles for occasions, such as birthdays or holidays.
 - A Cookies for Heroes flyer and/or a box wrapped in the Cookies for Heroes box wrap to promote the program.
- A box or container to collect cookies that are purchased for a troop's local gift of caring initiative, if applicable
- Cookie costumes for girls to wear to attract customers to the booth. See Pinterest for ideas!
- Snack and/or water for the girls. Girls should step away from the table to eat or drink.

Pro Tips

- There are many ways to hold a booth sale! Discuss ALL the options with the girls and troop families:
 - » In front of a local business
 - » At a community event
 - » In a neighborhood or at the top of a troop family's driveway
 - » A virtual booth promoted on troop families' social media accounts
 - » A drive-thru booth sale in a school/church/business parking lot (with appropriate permission)
- Consider using the two troop links on the Digital Cookie platform on social media and via the GSUSA Cookie Finder to reach customers who might not know a Girl Scout personally.
- Talk about the Cookies for Heroes Program with customers. Use the Cookies for Heroes wrap around a box of Thin Mints to visually promote the program.
- Allocate the cookies to all girls who participated at the booth sale under the Girl Order tab in eBudde. This ensures all girls who participated receive credit for the sales. Refer to the Goal Getter/Booth Sale eBudde instructions for step-by-step directions. These instructions will be available at gsofct.org/cookieresources by mid-February.
- The cookies should be allocated in a way that is fair to ALL of the girls. Keep in mind: Girls who did not come to the booth the day of the sale may have helped out in other ways, such as making posters or helping with the cookie pick up/distribution.

Beyond Initial Order Taking



Cookie program fun and learning continues past the Initial Order Taking Period! Girls and troops who are most successful in the cookie program continue reaching out to customers through February and March. Read on for how troops can make the most of their cookie program this year by encouraging girls to think beyond the Initial Order!

During February and March, girls and troops can:

- » Try something new!
 - Girls can set up a Digital Cookie online storefront, if they didn't already do so. Girl delivery for Digital Cookie customers is available through March 20.
 - Girls can hold virtual booths on social media platforms *
 - Reach out to new customers:
 - » parents/guardians/caregivers/family friend's colleagues and co-workers
 - » local business owners
 - » other people in a Girl Scout's community such as teachers, coaches, instructors, members of a Girl Scout's house of worship, etc.
 - Hold a Cookies for Heroes/local gift of caring initiative campaign.
 - » Partner with local business owners to promote gift of caring purchases to their customers
 - » Ask business owners to purchase cookies for gift of caring
 - » Promote on social media
- » Troops can set up and start using the Digital Cookie troop links.
 - NEW for 2022: There are two troop links troops can use. One is for girl delivery that troops can publicize in their local communities. The other is for direct ship ONLY that will be included on the GSUSA Cookie Finder app for customers who want to have cookies shipped directly to them.

NOTE: The troop links are in addition to individual Girl Scout Digital Cookie sites. Best practice is for Girl Scouts to use their individual sites during the Initial Order Taking Period and troop sites can be used beginning February 12.

Filling additional orders

- » Check with girls/families if they have additional online girl delivery OR in-person orders to be filled.
- » Determine if the troop has needed inventory for these orders OR make arrangements to visit a cookie cupboard (see pages 30-31).
- » Be sure to assign all cookies that were not part of the Initial Order to girls in eBudde on the Girl Order tab. These instructions will be available at gsocfct.org/cookieresources by mid-February.

* Before using social media, girls and parents/guardian must review the *Digital Marketing Tips for Cookie Entrepreneurs and Families* AND *Supplemental Safety Tips for Online Marketing* at girlscouts.org before using social media to promote a Girl Scout's cookie program.

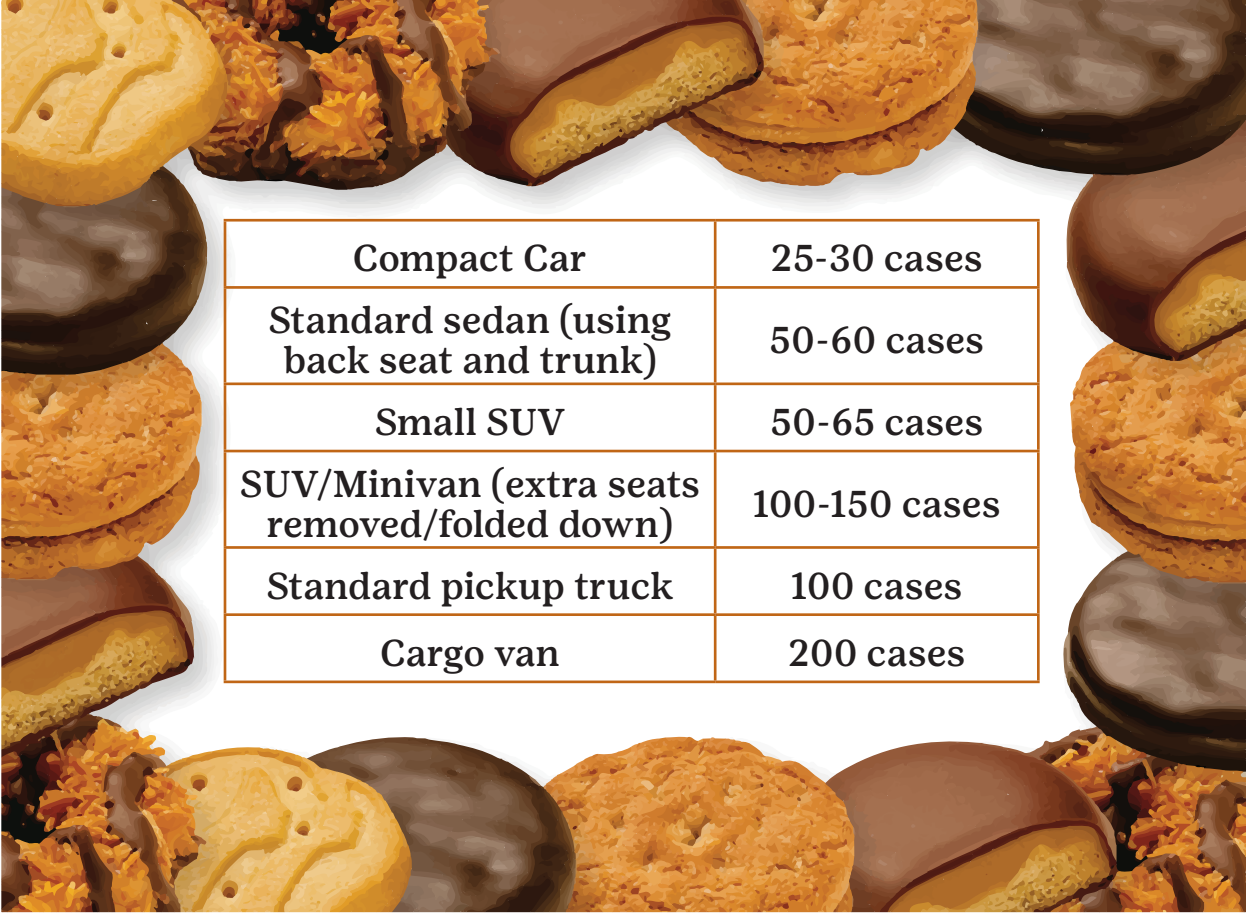
Cookie Delivery Day

March 5 or 6, 2022

All cookies entered in eBudde as part of the troop's Initial Order will be picked up on March 5 or 6, 2022, at one of the statewide cookie delivery sites. Each service unit is assigned a date, delivery site location, and a time range for troops to select a pickup time.

Volunteers
(particularly adults!)
are always needed
to help on Cookie
Delivery Day. High
school and college
students are also
welcome!

NOTE: The pickup date and time slots are assigned by service unit and are FIRM. It is the troop's responsibility to make the necessary arrangements to ensure its cookie order is picked up on the assigned date and selected time.



| | |
|---|---------------|
| Compact Car | 25-30 cases |
| Standard sedan (using back seat and trunk) | 50-60 cases |
| Small SUV | 50-65 cases |
| SUV/Minivan (extra seats removed/folded down) | 100-150 cases |
| Standard pickup truck | 100 cases |
| Cargo van | 200 cases |

Cookie Delivery Day To Do List

Ahead of delivery day:

- ☐ Recruit at least one troop adult to help. One person is needed to drive the vehicle and one to act as a counter. Please note: If your troop has a large order, you may need more than one vehicle on delivery day. See chart on opposite page to determine how many cases will fit in vehicles.
- ☐ Sign up for a pickup time (Delivery tab) in eBudde. The Delivery tab will open for troop users on February 18, 2022. Please make a note of the date, time, AND location so you are ready on Cookie Delivery Day.
- ☐ Ensure space has been identified to store the cookies that is protected from weather, smoke/exhaust, pets, and wildlife.
- ☐ Make a plan for troop families to pick up their cookies. Remember to have a parent/guardian sign a receipt for each girl's cookie order when it is picked up. These signatures are important to transfer responsibility for the cookies from the troop cookie manager to the family.

Prior to pickup time

- ☐ Make sure that all vehicles used for cookie pickup are clean and empty. For safety reasons, do not bring any children or pets.
- ☐ Any open pickup truck must have a covering to protect the cookies.
- ☐ Make sure each vehicle has two adults. Having a counter with each vehicle is essential to ensure the troop receives the correct number of cookies.

During pick-up time

- ☐ Arrive at your scheduled time. Troops that arrive before or after their assigned time will only be allowed to join the line when traffic flow and time allows.
- ☐ If your troop will be using more than one vehicle to pick up cookies, ask all drivers to arrive at the assigned time. Troop cars will not be allowed to join the line until ALL vehicles are present.
- ☐ Count the cookies. A troop adult will need to sign and be responsible for the cookies at the end of the line. Thus, it is important that she/he is sure that the troop received all of the cases being signed for.
- ☐ If delivery overages, shortages, and/or damages are discovered, the troop cookie manager should report them to the delivery site manager. If the shortage/overage is discovered after the cookie delivery site is closed, the discrepancy should be reported to the Product Sales Team (customercare@gsocfct.org) as soon as possible but no later than 72 hours after the end of delivery day.

Cookie Cupboards



What is a cookie cupboard?

Locations where additional cookies can be picked up AFTER the Initial Order Taking Period to fill additional orders, including online girl delivery orders that come in after the Initial Order closed. Cookie cupboards can also be used to stock inventory for booth sales.

Where are cookie cupboards located?

Throughout the council! We anticipate having more than 20 cookie cupboards this year. Cookie cupboards are most frequently managed by volunteers in available space, such as living rooms, garages, storage units, and donated space at businesses. There are also cookie cupboards in the Hartford and North Haven service centers.



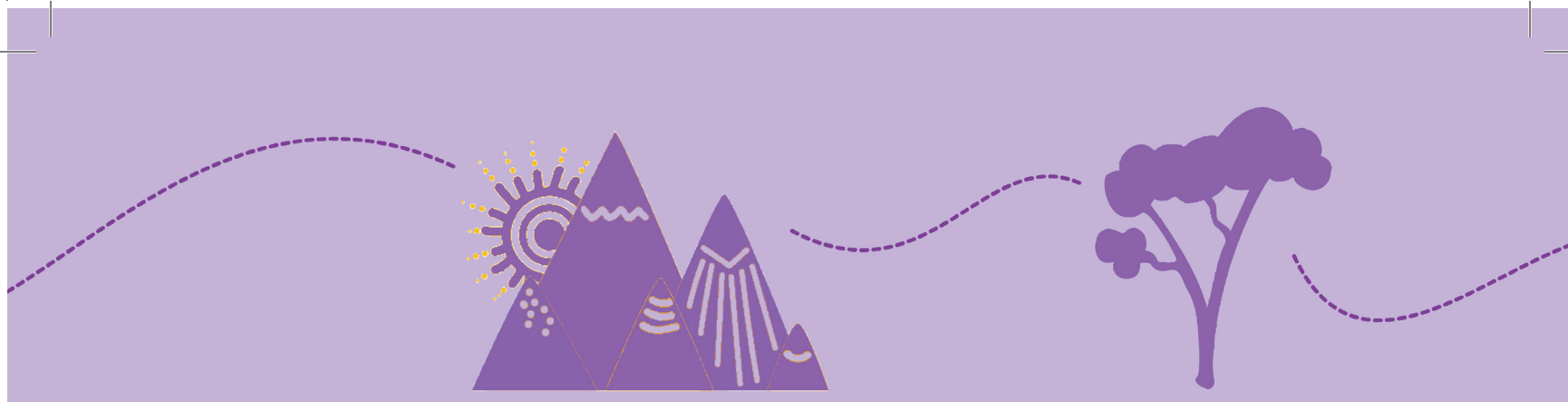
Why use a cookie cupboard?

Being able to pick up additional cookies allows girls and troops to continue with the cookie program beyond the Initial Order Taking Period. Knowing that additional cookies can be obtained—either for a booth sale OR for additional orders—encourages girls to “stretch and grow” with their cookie program goals!

When are cookie cupboards open?

Cupboard hours and days of operation are determined by the cupboard manager. Cupboards operate during March through the beginning of April. Council and select service unit cupboards open for business the week prior to Cookie Delivery Weekend and the remaining service unit cupboards open the following week.





Cupboard FAQs

How are cookies ordered/reserved through the cupboard?

- » Troop volunteers enter the cookie order directly in eBudde on the Transaction tab as a Pending Order at the desired cupboard. The selected pickup date should be NO SOONER than five business days before the scheduled booth sale.
- » Volunteers must reserve cookies no fewer than six days (144 hours) prior to the desired pickup day. The reservation can be submitted as soon as the troop knows that it will need to pick up additional cookies.
- » NOTE: If cookies are needed sooner than six days out, the troop will need to contact the cupboard manager directly to confirm if the cupboard can fill the cookie request. Complete information about placing a cupboard order will be included in the eBudde instructions.

How far in advance can cookies be reserved?

Cookies can be reserved at any time (beginning on February 18, 2022) UP TO six days (144 hours) PRIOR to the desired pickup date. For example: If the troop wants to pick up cookies on March 9 at 3:00 p.m, the troop volunteer can submit the request in eBudde up until March 3 at 3:00 p.m. After that, the request will NOT be able to be submitted by the troop volunteer, and she/he will need to contact the cupboard manager directly.

We encourage troops to submit cookie reservations AS EARLY AS POSSIBLE. This will assist in ensuring the cupboard has the needed inventory for all troop requests.

Please
note!

How do I change a cookie order that has already been submitted?

Troop volunteers cannot modify a cookie reservation once it has been submitted. BUT, the cupboard volunteer CAN modify or delete a cookie reservation. **It is far preferable for troops to submit cookie reservations on time (or early!) and request to modify or cancel the order rather than waiting until the last minute to submit a reservation.**

Can cookies that are picked up at the cupboard but not sold be returned?

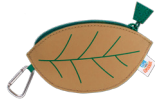
Very important!

Yes, with the following qualifications:

- » **Troops can return UP TO 60% of the number of cases picked up from the cupboard AND all returns must be made NO LATER than 5-7 business days after the pickup date.**
- » **Cookies should be picked up NO sooner than 5 business days before the scheduled booth sale.**
- » Only full cases can be returned (no partial cases or individual boxes). The cases must be UNOPENED.
- » Eligible cookies **MUST** have been originally picked up from the cupboard no earlier than February 28, 2022. Cookies that were part of a troop's Initial Order and picked up on Cookie Delivery Day **CANNOT** be returned/exchanged.

Cookie Program Rewards & Proceeds

Girl Rewards



» Girl rewards, except for the Initial Order Rewards, are based on all cookies sold during the ENTIRE cookie program (January 8—April 3, 2022). Rewards are pictured on pages 34-35, on the order card, and a Girl Scout's Digital Cookie dashboard.

» All girl rewards are cumulative EXCEPT for Cookie Credits. A girl will earn the highest value Cookie Credit based on her final package count (see below for details).

» If the troop elects to take additional proceeds in lieu of rewards, girls WILL still receive all earned patches, Cookie Credits, and Initial Order, gift of caring, and Digital Cookie rewards. Girls will also receive items at the 750 packages level and above, if earned.

» Instructions on how to order Final Rewards are included in the eBudde instructions which will be available at gsfct.org/cookie resources by mid- February.

Cookie Credits

» Girls earn Cookie Credits beginning at 175+ packages.

» Cookie Credits can be used to pay registration fees for 2022 GSOFCT Summer Camp or to purchase items from any GSOFCT shop or camp trading post.

» When Cookie Credits are used to pay 2022 GSOFCT Summer Camp registration fees, the value of the Cookie Credit will be doubled!

» Cookie Credits are mailed directly to the co-leader/troop cookie manager in early May. Cookie Credits expire on September 16, 2022.

Cookie Crossover Bonus

» Troops that average at least \$130 per girl selling in the 2021 Treats & Reads Program AND 140+ packages per girl selling in the cookie program (January—April 2022) will earn an additional 2¢ per package in troop proceeds.

» Qualifying troops must have at least two girls in EACH program with sales.

» This bonus will be credited in eBudde at the conclusion of the 2022 cookie program prior to the final ACH payment

Service Unit Bonus

Service units can earn a cash award for increasing their sales over the 2021 cookie program!

Qualifying service units:

» Will earn 1/2¢ for every package sold if the service unit increases its sale by 1/2 percent or more OR

» Will earn 1¢ for every package sold if the service unit increases its sale by 2 percent or more.

Troop Proceeds

| If the troop's final PGA is: | The troop's per pkg proceeds will be: |
|------------------------------|---------------------------------------|
| Between 1 and 110 pkgs. | 85¢/pkg |
| Between 111 and 160 pkgs. | 90¢/pkg |
| Greater than 160 pkgs. | 95¢/pkg |

Troop proceeds are based on the troop's final per girl selling average (PGA) for packages sold between January 8 and April 3, 2022. The PGA is calculated using the total number of packages sold, including all Initial Order cookies, additional cookies sold after the Initial Order, cookies sold at booth sales, for the Cookies for Heroes Program and/or local gift of caring initiative, and on the Digital Cookie platform.

Additional proceeds

- » Older girl troops (Junior, Cadette, Senior, and Ambassador levels) are eligible to take an additional 10¢ per package in proceeds in lieu of taking individual girl rewards. The extra 10¢ will be in addition to the amount earned in tiered proceeds (see chart on this page).
- » In order for a troop to select additional proceeds, the girls MUST vote on this option (majority rules). The troop volunteer will need to make this selection in eBudde.
- » NOTE: Daisy and Brownie troops are not eligible to choose additional proceeds and are required to choose the individual girl reward option.

Proceeds for Juliettes in the cookie program

Juliettes earn 85¢ per package. Juliettes who are Juniors or older can opt out of earning girl rewards and earn an additional 10¢ per package of cookies (total 95¢ per package).

- » Juliettes do not earn tiered proceeds based on a per girl selling average and do not qualify for the Cookie Crossover Bonus for troops OR the TOP Troop reward.
- » All Juliette proceeds are held within the service unit bank account and are disbursed for appropriate Girl Scout activities upon request.
- » Juliettes work with a designated volunteer in the service unit during the cookie program. Juliettes and their families should refer to the Juliette Girl Scout Cookie Program Guide for additional cookie program information. This guide can be obtained from the service unit cookie manager or gsfct.org.

TOP Troop Reward— 5¢ in GSOFCT shop credit for every package sold!

- » To earn this reward, troops need to complete five requirements; three mandatory requirements and two additional requirements of the troop's choosing from the chart on this page.
- » The troop cookie manager must also complete the TOP Troop Reward form. A troop will NOT earn this reward unless the form has been completed and submitted by the deadline (April 13, 2022).
- » The link to this form can be found at gsfct.org/cookieresources after March 18, 2022.
- » NOTE: Qualifying troops will have a minimum of two girls with cookie program sales. Juliettes are not eligible for this reward.

| Mandatory Requirements (all three MUST be met) | Additional Requirements (troop must complete two) |
|---|---|
| Achieve PGA of 135+ pkgs | Set a troop sales goal and share the troop's plan for the cookie program proceeds |
| Submit ACH authorization no later than February 9, 2022 AND have all ACH payments successfully completed on time. | Have at least 50 percent of the participating girls earn a cookie business badge |
| | Hold at least one booth sale or walkabout and provide a picture of the event. |
| A minimum of two girls MUST participate in the Initial Order Taking Period AND the troop must submit its Initial Order in eBudde by the deadline (11:59 p.m. on February 11, 2022). | Have at least 50 percent of the participating girls set up sites in Digital Cookie and send marketing emails. |

Cookie Program Girl Rewards



**Climb with Courage
Theme Patch**
30+ pkgs



Leaf Pouch
65+ pkgs



Koala Bracelet
100+ pkgs



10" Koala Plush
145+ pkgs



**Climb with Courage
T-shirt AND
\$10 Cookie Credit**
175+ pkgs



**Koala Journal AND Koala
Slipper Socks AND
\$25 Cookie Credit**
300+ pkgs

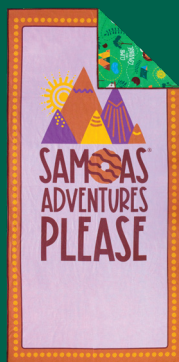


**Camp Duffle AND
Koala Bag Tag AND
\$35 Cookie Credit**
400+ pkgs



**Samoas Hoodie AND
500+ bar AND
\$50 Cookie Credit**
500+ pkgs

Girl Initial Order Reward



**Earn the Beach Towel with an
Initial Order of 140+ pkgs!**



NEW ENGLAND AIR MUSEUM

**Climb to New Heights Lunch with
the CEO on May 14, 2022 AND
1000+ bar AND
\$100 Cookie Credit**
1000+ pkgs



OR

**Nugget Configurable Couch OR
Skate Package (Skateboard or
Roller Skates) OR
One week at GSOFCT Day Camp
(up to \$250 value)**
1300+ pkgs

Cookie Credits used to help pay for 2022 Summer Camp registration will be redeemed at twice their face value.

Philanthropic Reward Option



Girls may choose to donate toward the Shoe that Grows program in place of a reward item. The option to donate is at the 100+, 145+, and 300+ package levels.

Troop Initial Order Reward



Troops with a per girl selling average of \$140+ pkgs on the Initial Order will earn a **Motivational Water Bottle AND Bandana** for each girl with an Initial Order!

Gift of Caring Rewards

Mountain Bracelet
Sell 15+ pkgs for
Cookies for Heroes



**Gift of Caring
patch**
Sell 1+ pkgs
for Cookies
for Heroes
OR a local
gift of caring
initiative



The Adventure ParkSM



OR

Climbing and Zip Lining at The Adventure Park
(see side panel for details) OR
Hip Pouch and Camp Cushion AND
\$15 Cookie Credit
225+ pkgs

CLIMB WITH COURAGE
@ Lake Compounce

OR
KiwiCo

Two tickets and buffet lunch to Lake
Compounce on June 11, 2022 OR
3-month KiwiCo crate subscription
(up to \$75 value and Girl Scout can
choose the crate theme) AND
700+ bar AND
\$75 Cookie Credit
750+ pkgs



OR



OR



Microsoft Surface Go OR
Paddleboard Kit OR One
week at GSOFCT Resident
Camp (up to \$450 value)
1600+ pkgs

All rewards are cumulative EXCEPT Cookie Credits. Every effort will be made to provide the rewards as pictured. If the actual item is not available, a substitute of equal value will be provided.

To earn the patch:

- Girls must have sent 18+ emails and created an avatar during the 2021 Treats & Reads Program AND
- Sell at least 150+ packages during the 2022 cookie program.

Cookie Crossover
Patch



The Adventure ParkSM

Exciting experience
reward at 225+
packages!

Girls who sell 225+ packages can choose a climbing and zip lining experience at The Adventure Park!

There are two locations (Discovery Museum in Bridgeport OR Storrs) and several dates from which Girl Scouts can choose for their adventure!

Parents/guardians of eligible girls will be contacted via email in mid-April with additional information about how to reserve a date and time.

NOTE: The dates below are the ONLY dates available for Girl Scouts to redeem their visit.

Girl Scouts younger than 7-years-old as of May 22, 2022, will need to select the Discovery Museum/Bridgeport location due to equipment suitability for smaller climbers and course layout.

| | |
|-----------------|---------------------|
| Sunday, May 22 | Thursday, July 14 |
| Sunday, May 29 | Thursday, July 28 |
| Monday, May 30 | Thursday, August 11 |
| Sunday, June 12 | Thursday, August 18 |
| Sunday, June 26 | Monday, September 5 |
| Monday, July 4 | |

See reward line up for alternate reward option at this level.

Digital Cookie
Rewards

Cookie Techie patch

Send 18+ emails
through Digital
Cookie



Samoas Bracelet
AND Super Patch
75+ packages sold
through Digital
Cookie



Koala Clip-on
110+ packages sold
through Digital
Cookie



Cookie Program Finances

Troop payments to council are made by ACH payments from troop bank accounts. All proceeds and bonuses will be calculated prior to the final ACH payment and these amounts will remain in the troop bank account. ALL troops must complete and submit the ACH authorization NO LATER than February 9, 2022. The link to the ACH authorization can be found at gsfct.org/cookieresources on the Finance drop down menu.

As point-of-sale transactions are increasingly cashless, troops should consider accepting credit cards for payment at booth sales. If the troop chooses to accept credit cards, it is responsible for obtaining the device and all fees associated with its usage.

Payment from customers

For orders taken in person, cookies are paid for when the cookies are delivered.

- Cash or check payable to GSOFCT are accepted in-person payments and should be given to the girl/parent/guardian when cookies are delivered. Girls/families should consider only accepting checks from customers known by the family.
- GSOFCT does NOT require payment prior to delivery. Cookies should NOT be left without receiving payment.
- NOTE: If an in-person customer purchases cookies ONLY for the Cookies for Heroes Program, payment can be collected when ordered.

For orders placed/cookies sold via the Digital Cookie platform (online), payment will be made via a credit or debit card at the point of purchase.

- Payment will be via customer credit or debit card regardless of the delivery option the customer chooses—donated, shipped, or in-person delivery.
- Girls will NOT collect payment from customers for these orders.

For cookies purchased when girls/troops have cookie inventory (March/April), including booth sales, payment can be collected in the following ways:

- Cash or check payable to GSOFCT. Troops should consider only accepting checks from customers known by troop families.
- Credit cards using the troop or girl Digital Cookie storefront to process the payment.
- Credit cards using Cheddar Up mobile app. Visit gsfct.org for additional information.

The troop cookie manager is responsible for keeping track of product distributed to families and payment amounts received from each girl's family.

Payment to the troop from families

- The troop cookie manager must use the receipt book provided to collect signatures whenever money or product is exchanged.
- The troop cookie manager is responsible for communicating to troop families the amount owed and procedure for making payment to the troop. Troops should consider using Cheddar Up to accept contactless payment from families for the cookie program. Visit gsfct.org for more information about Cheddar Up.
- Troop cookie managers should record in eBudde all girl/family payments received. If the troop anticipates having insufficient funds for the electronic payment(s), contact the Product Sales Team at customercare@gsfct.org as soon as possible.

Cookie Program Payment Issues

Very important!



Non-payment from girl/family

If a troop is unable to collect the amount due from a girl/family, the troop should NOT pay council for the packages that have not been paid for.

Contact the Product Sales Team no later than March 22, 2022, for the first ACH payment and/or April 8, 2022, for the final ACH payment to ensure the troop's payment to council is adjusted.

Council requires the following paperwork to be submitted as documentation of non-payment. The troop cookie manager should compile the following documentation and submit to the product sales manager NO LATER than May 1, 2022:

- A completed Parent/Guardian Cookie Program Delinquency Form, including steps taken to collect the money.
- Original parent signature accepting the cookies.
- A copy of the girl's Annual Consent form.

If a troop collects the delinquent amount after submitting the documentation, the product sales manager should be notified. If council is successful in collecting the debt within a reasonable amount of time, the troop will receive the proceeds due.

If a check is returned by the bank, the troop should take the following steps:

Returned checks

- Attempt to resolve the situation with the parent/guardian or customer.
 - If unable to recover the value of the check and bank fees within two weeks, submit the following documentation to the Finance Team NO LATER than June 1, 2022, in order to be reimbursed:
 - » Original legal copy of check from the bank
 - » Copy of the bank notice
 - » Troop information, including troop number, service unit name, co-leader contact information, and description of attempts to collect money

Documentation should be mailed to the address below. If received AFTER June 1, 2022, reimbursement will be withheld until council has recovered the funds.

GSOFACT - Finance Department
Attn: June Vaine
340 Washington St.
Hartford, CT 06106



gsofct

Girl Scouts of Connecticut

340 Washington St.

Hartford, CT 06106

(800) 922-2770

gsofct.org