

2022-2023 Cookie Program Volunteer Guide

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Troop Cookie Volunteer Role Description

Role: Troop Cookie Volunteer

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

- Take the troop cookie volunteer training available on gsLearn. Some service units hold in-person training. We recommend that volunteers in these service units also view the council training for troop cookie volunteers.
- Ensure girls are registered for the current membership year and have signed Annual Consent forms on file with the troop coleader.
- Help plan and incorporate cookie program activities into troop meetings.
- Distribute program materials and convey safety information to girls, families, and other troop volunteers.
- Enthusiastically train girls and troop volunteers about cookie program procedures and guidelines.
- Use eBudde, an online application, to manage the cookie program.
- Ensure the troop's cookie order is picked up at the delivery site, cookies are distributed promptly to Girl Scouts, and parent/caregiver signatures are obtained for troop records when cookies are distributed, or payments received.
- Confirm with families if additional cookies are needed to fulfill Digital Cookie girl delivery orders received AFTER the Initial Order Taking period AND facilitate getting the needed cookies to the Girl Scout/family.
- Coordinate in-person troop booth sales with the service unit cookie manager or booth coordinator.

- Collect payment from troop families and ensure the amount due to the council is in the troop bank account by the scheduled ACH payment dates.
- Assist in collecting past due funds and, if necessary, provide the council with detailed information on uncollectible amounts.
- Distribute rewards to Girl Scouts promptly.
- Meet all deadlines and communicate concerns to the service unit cookie manager.



Qualifications

- Are registered as a Girl Scouts of Connecticut (GSOFCT) member and have completed the volunteer application process, including a background check, necessary to hold the troop cookie volunteer role.
- Believe in and subscribe to the principles expressed in the Girl Scout Mission, Girl Scout Promise, and Law, and abide by the policies and standards of GSOFCT and Girl Scouts of the USA (GSUSA).
- Support GSUSA's commitment to diversity, equity, access, and racial justice.

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

Learning by doing, cooperative learning, and Girl Scouts taking the lead are the hallmarks of the Girl Scout Leadership Experience (GSLE). These key concepts are also at the heart of the Treats & Reads Program:

- Girl Scouts gain people skills and confidence when they ask customers to support the troop through a purchase.
- Girl Scouts learn the importance of working together to reach a goal and understand how each sister Girl Scout contributes her/their skills to the effort.
- Girl Scouts determine individual goals and work with the troop to decide on a troop goal. Together, they decide how to use the troop's proceeds to fund activities they help choose.





When Girl Scouts 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.

The product sales programs, including the cookie program, also provide revenue to GSOFCT. Girl Scouts of Connecticut uses the revenue to fund programming, leadership development opportunities, and training for Girl Scouts and adults throughout the state.

In last year's cookie program, GSOFCT troops earned more than \$1.8 million in troop proceeds! These proceeds helped 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?

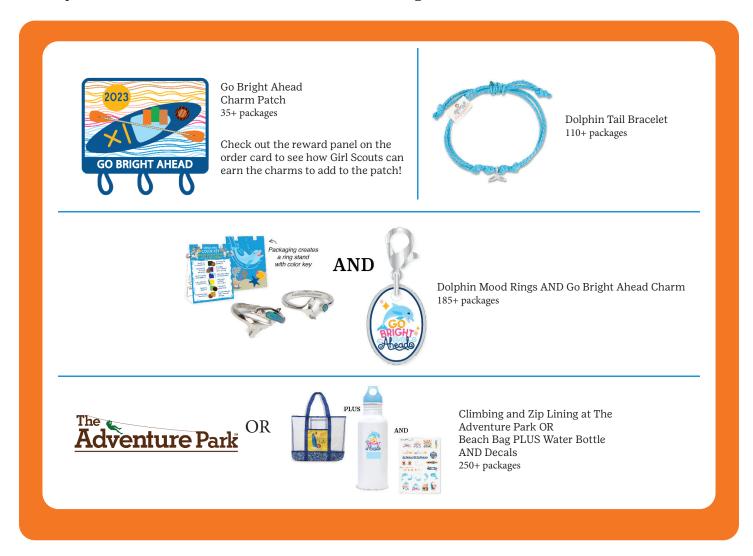
This year's theme is Go Bright Ahead featuring a bubbly dolphin mascot named Coral. The theme is about seeing future possibilities and shining a light on the talents and skills each Girl Scout brings to this year's cookie program.

Check out the sections in this guide so you'll be prepared to support Girl Scouts on their journey to become Girl Scout Cookie entrepreneurs!



Cookie Program Rewards

The 2022-2023 reward lineup features ocean-themed rewards to inspire Girl Scouts to forge "bright ahead" in this year's cookie program. Check out pages 38 and 39 and the order card for the full reward lineup. The rewards are also featured on a Girl Scout's Digital Cookie dashboard.



The Shoe that Grows Reward Option

Girl Scouts can choose to donate the value of select reward items toward The Shoe that Grows instead of receiving the item. This option is available at the 110+, 160+, 300+, and 500+ package levels and is noted on the order card with a shoe icon. Girl Scouts will earn a custom patch when they choose this option for at least one reward level.



Ready, Set, Rally! Spread the cheer - Raspberry Rally™ is here!

New to the cookie lineup is Raspberry Rally! This cookie is a thin crispy cookie infused with raspberry flavor and dipped in chocolaty coating.

The addition of Raspberry Rally to the iconic Girl Scout Cookie Program marks the first time GSUSA has piloted an online-exclusive cookie. Raspberry Rally will be sold exclusively on the Digital Cookie® platform with direct shipping to the customer. It will be available for customers to purchase using a Girl Scout or troop Digital Cookie storefront when Digital Cookie opens for shipped orders on February 27, 2023. The Raspberry Rally variety will be available in limited quantities.

Expanding the Girl Scout Cookie lineup through an online exclusive gives Girl Scouts additional opportunities to grow their digital sales and rapidly respond to e-commerce trends and consumer desires for innovative Girl Scout cookie options. As e-commerce grows and expands, online exclusive offerings have become a typical consumer experience.



Since Raspberry Rally is not available to sell at booth sales, the following are talking points Girl Scouts and volunteers can use when talking to customers:

- Acknowledge that it is an online-exclusive variety that is only available for shipping.
- Talk about what you know about the cookie, including that it has a pink raspberry-flavored center and a chocolate coating similar to the Thin Mint.
- Talk about the other cookie varieties that are available for purchase at the booth or walkabout.
- **PRO TIP:** Share the link to a Girl Scout's online storefront or the troop's direct ship link so the customer can purchase the new cookie! Explain that ALL purchases (online or in person) will help Girl Scouts and their troop reach their goals.





Troop Proceeds

Troops earn proceeds based on their TOTAL cookie program sales from February-May. The calculation is based on ALL cookies sold, including during the Initial Order, at booth sales, for the Cookies for Heroes Program and a local gift of caring initiative, and on the Digital Cookie platform.

Troop proceeds are based on the troop's final per Girl Scout selling average (PGA). See pages 36-37 for a complete explanation of troop proceeds. Information regarding how Juliettes can participate and earn proceeds in the cookie program is on page 37.

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



The cost of cookies for 2022-2023 is as follows:

The eight core flavors
(Adventurefuls™, Lemon-Ups®,
Trefoils®, Do-si-dos®, Samoas®,
Tagalongs®, Thin Mints®, and
Raspberry Rally®) are \$5 per
package. Girl Scout S'mores®
and Toffee-tastic® are \$6, which
reflects the higher cost of the
ingredients in these premium
flavors.

Cost of cookies (core)	\$1.12	V
Cost of cookies (premium)	\$2.11	A
Cost of rewards (includes patches)	\$0.19	
Troop Proceeds	\$0.85 - \$0.95	1
Additional troop proceeds (earned by troops meeting Treats & Reads and cookie program benchmarks)	\$0.02	>
TOP Troop Reward	\$0.05	
Council proceeds (provides service to girls, volunteers, training, property maintenance, etc)	\$2.67 - \$2.77	
Council proceeds from Girl Scout S'mores and Toffee-tastic	\$2.68 - \$2.78	



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

eBudde is where:

- Girl Scout Initial Orders are entered, and cookies sold after the Initial Order and at booth sales are assigned to girls.
- Digital Cookie sales for Girl Scouts and troops are recorded.
- Girl Scout rewards and troop proceeds option are selected.
- 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.
- All aspects of the troop's cookie program, including per Girl Scout 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 gsofct.org in late January.

All troop cookie volunteers and co-leaders will receive an email in late January with a link to create login credentials to access eBudde for the 2022-2023 cookie program.

Once you have access for this year's cookie program, be sure to check out the eBudde app! Access eBudde's powerful features right from your mobile device. A helpful dashboard and menu let you manage the whole Girl Scout Cookie Season wherever and whenever you want .

NOTE: Troop volunteers MUST be registered for the 2022-2023 membership year AND have the troop cookie volunteer OR co-leader role assigned to their membership records to access eBudde and the eBudde app.

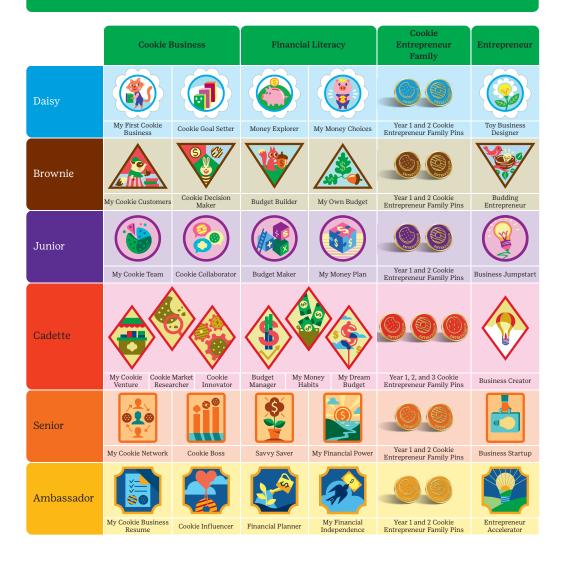


NEW Entrepreneurship Badges



Entrepreneurship Badges & Pins

When you sell Girl Scout Cookies, you practice-goal setting, decision making, money management, people skills, and business ethics—as you learn to think like an entrepreneur. You can earn badges and pins each year you run your own Girl Scout Cookie business. Then explore your own business idea by earning an Entrepreneur badge.



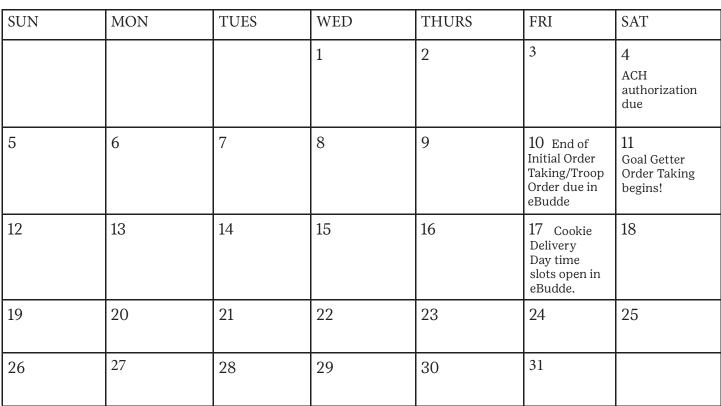
Check out the updated Entrepreneurship badges girls can earn while running their Girl Scout Cookie business. Adult volunteers can use Girl Scout participation in the cookie program to:

- Help Daisies learn about paper money and coins
- Guide Brownies as they learn the difference between wants and needs and how to build a budget
- Teach Juniors about a spend-save-share plan
- Help older Girl Scouts understand real-life expenses and how to work toward financial independence.

FEBRUARY / 2023

SUN	MO	N	TUES	WED	THURS	FRI	SAT
For more details about deadlines and action steps, check out the Troop Cookie Volunteer checklist on pages 10-11.				1	Council- sponsored Cookie Rally (Virtual)	3	4 Initial Order Taking begins, and Digital Cookie storefronts open for girl delivery and donation orders.
5	6		7	8	9	10	11
				nily has an Initial Order Taking card, the family flyer, tration email for Digital Cookie			
12	13		14	15	16	17	18
19	20		21	22	23	24	25
26	27 Digital Cookie opens for shipped orders		ALL p	k in with Girl Scouts packages sold durin and troop Initial O	g Initial Order Tal	king will count towa	

MARCH / 2023















APRIL / 2023



SUN	MON	TUES	WED	THURS	FRI	SAT
						1 Cookie Delivery Day! Booth sales begin!
2	3 Arrange for all	4 Girl Scouts/famili	5 es to pick up their	6 cookie order so th	7 ey can deliver custo	8 omers cookies!
9	10 Start dep	11 positing cookie payme	12 13 14 pokie payments from troop families into the troop's bank account.			15
16	17 TOP Troop form available at gsofct.org	18	19	20	21 1st ACH payment	22
23 Digital	24	25	26	27	28	29
Cookie closes for girl delivery orders.					s in eBudde. This in y AFTER the Initial	

MAY / 2023



SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3	4	5	6
7 Last day for booth sales.	8	9	10	11	12 Troop final	13
Digital Cookie closes for shipped and donated orders.		g cookies to Girl So s into the troop's l	eBudde deadline			
donated orders.						
14	15	16	17	18	19 Final ACH payment	20
					TOP Troop submission deadline	

JULY / 2023

Rewards, including patches, will be shipped to service unit cookie managers. Please look for a communication from them about where and when to pick up the rewards.

Troop Cookie Volunteer Checklist

Use this handy checklist to help you keep the troop on track with the 2023 cookie program. Check your email for the weekly *The Cookie Recipe* emails for critical dates and deadlines throughout the cookie program!

December 2022 - January 2023

- Troop cookie volunteer registers for Girl Scout membership year and completes the volunteer application process, which includes a background check.
- Co-leader ensures every Girl Scout is registered, and they have a signed Annual Consent form for each Girl Scout.
- Troop cookie volunteer attends service unit's troop cookie volunteer training or views recorded training on gsLearn.
- Troop cookie volunteer holds a meeting with Girl Scouts and their parents/ caregivers to explain the cookie program and set goals. Arrange to distribute materials.
- Digital Cookie registration email sent to troop cookie volunteers (January 21) and parents/caregivers of registered Girl Scouts (January 23).

February 4 — March 10, 2023 | Initial Order Taking Period

- February 4: Initial Order Taking begins, AND the Digital Cookie platform opens for girl delivery and donation orders.
- 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 27: Digital Cookie opens for shipped orders.
- March 4: Deadline to submit ACH authorization, if not previously submitted since August 15, 2022.
- March 10: Deadline to finalize troop's Initial Order in eBudde. NOTE: Girl delivery orders will continue to flow into eBudde from the Digital Cookie platform until the troop submits its Initial Order OR March 10 at 11:59 p.m., whichever occurs first.

March 2023

- The Initial Order Taking period is the initial selling period. There is still A LOT of time for girls to participate in the cookie program. Remember: The cookie program continues through May 7.
- Encourage girls to continue marketing their cookie business in March and April. Troops can use inventory from their initial order to fill these additional orders. Or they can pick up cookies from a cookie cupboard beginning in late March (see pages 34-35 for more information about cookie cupboards).
- Hot tip: Troops whose Girl Scouts continue with the cookie program BEYOND the Initial Order rarely have unsold cookie inventory when the program ends.
- Check in with girls and families to offer assistance/support.
- 10 Work with the service unit to set up the troop's booth sale(s).

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

- · March 4: Deadline to submit ACH authorization, if not previously submitted since August 15, 2022.
- March 10: Deadline to finalize troop's Initial Order in eBudde. NOTE: Girl delivery orders will continue to flow into eBudde from the Digital Cookie platform until the troop submits its Initial Order OR March 10 at 11:59 p.m., whichever occurs first.
- March 17: Delivery tab in eBudde opens for troop volunteers to select a pickup time on Cookie Delivery Day.

April 1 - early May | Goal Getter and Booth Sales

- Fill orders that came in AFTER the Initial Order Taking period with extra cookie inventory from the Initial Order or with cookies picked up from a cookie cupboard (see pages 34-35 for cookie cupboard information).
- REMEMBER: The girl delivery option on Digital Cookie is available through April 23. If Girl Scouts have online orders for girl delivery that were placed AFTER the Initial Order Taking period, use the troop's extra cookies from its Initial Order OR pick up the needed packages from a cookie cupboard to fill these orders.
- Assign packages sold after the Initial Order to Girl Scouts in eBudde! The troop cookie volunteer
 will need to do this for ALL in-person packages, including booth sale cookies, that are sold after
 the Initial Order Taking period.
- Collect money due for cookies sold in person. A customer pays with a credit card for cookies sold via Digital Cookie, so no money needs to be collected by the Girl Scout/family for these
- April 1: Cookie Delivery Day. Your service unit's pickup window and location will be in eBudde on the Delivery tab beginning March 17, 2023. See pages 32-33 for more information about Cookie Delivery Day.
- April 1-15: Distribute Initial Order cookies to Girl Scouts/families. Be sure to obtain a parent/caregiver/adult signature when cookies are picked up.
- April 1: Cookie booths begin! See pages 26-29 for more information about booth sales. Promptly deposit booth sale money into the troop's bank account.
- April 21: First ACH payment will be withdrawn. See page 40 for additional cookie program finance information.
- April 23: Last day for customers to place girl delivery orders via Digital Cookie.
- May 7: Last day for all cookie sales, including booth sales. Digital Cookie closes for shipped and donated orders.

May through July

- May 7: Last day for booth sales. Digital Cookie closes for shipped and donated orders.
- May 12: Deadline for troop volunteers to make eBudde entries, including ordering Girl Scout rewards.
- May 19: Final ACH payment will be withdrawn. Deadline to submit TOP Troop Reward form (available at gsofct.org beginning April 17).
- Mid-June: Cookie Credits and TOP Troop Reward certificates distributed.
- July: Rewards will be shipped to the service unit cookie manager. Look for communication from them regarding picking up the troop's rewards.

Girl Scout Cookie™ Food Allergen Guide (2022-2023)





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.

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	Ingredients • Real Cocoa		•						

*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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2022-2023 Girl Scout Cookies®

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

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.



Lemon-Ups®NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon flavored cookies with inspiring messages to lift your spirits

Approximately 12 cookies per 6.2 oz. pkg.



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe Approximately 38 cookies per 9 oz. pkg.



Do-si-dos®

- Made with Natural Flavors Real Peanut Butter

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg. (U)D



· Real Cocoa · Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.



Tagalongs®

Real Cocoa • Real Peanut Butter

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



Thin Mints®

• Made with Vegan Ingredients

Made with

Ingredients

Vegan

· Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.



Girl Scout S'mores

• Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling Approximately

16 cookies per 8.5 oz. pkg. (U)D



Toffee-tastic®

· No Artificial Flavors

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.



Raspberry Rally

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

> Thin, crispy cookies infused with raspberry flavor, dipped in chocolaty coating Approximately 30 cookies per 9 oz. pkg. (U)



EXCLUSIVELY SOLD ONLINE FOR SHIPMENT ONLY



Product formulations can change at any time. We encourage you to check the ingredient statement on each package you purchase 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 or visit girlscoutcookies.org.

Although the use of palm oil in Little Brownie Bakers' Girl Scout Cookies* is limited, the palm oil used in our Girl Scout products is Certified Mass Balance palm oil. The Mass Balance System ensures that the palm oil Little Brownie Bakers uses contributes to the production of environmentally responsible, socially beneficial and economically viable palm oil. For more information please visit the Little Brownie Bakers website.





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Cookie Program Troop Family Training

Topics	Discussion Points
Brainstorming and Goal Setting	The troop can discuss ways to use their cookie proceeds. Girl Scouts can get started by brainstorming answers to the following:
	 What can we do with our cookie money to help others?
	 What can we do with our cookie money for fun and learning?
	Girl Scouts should estimate how many packages of cookies the troop and each member will need to sell to reach their goal. Have the girls record their goals on their paper order cards and Digital Cookie dashboard to share their goals with customers.
Safety Review	 Review the safety guidelines on page 17 and the safety guidelines outlined in the Safety Activity Checkpoints for Cookie and Product Sales at gsofct.org.
	Be familiar with local and state Covid-19 guidelines.
Know Your Cookies	• Review the cookie order card with Girl Scouts, so they know the cookies and the two price points (\$5 and \$6). Cookie varieties and ingredient information are on pages 12 and 13 in this guide.
	• Raspberry Rally is the new cookie this year (\$5/package). This variety is an online-exclusive and can only be ordered via a Girl Scout's or troop's Digital Cookie site for direct shipping to the customer starting February 27, 2023. Note: In-person delivery is not available for this variety.
	• If the Girl Scouts are new to the cookie program, review the cookie varieties, ingredients, and allergen information.
	• If the Girl Scouts have participated in the cookie program before:
	 Ask them about their favorite cookie flavors. Ask them to share what they like most about selling cookies.
Taking Cookie Orders	• Review program dates (see calendar on pages 8 and 9).
	• Review ways Girl Scouts can reach out to customers (see pages 22 and 23).
	 The Digital Cookie platform allows Girl Scouts to reach out to customers via email, text, and social media. See pages 20 and 21 for more details.
	• Girl Scouts can also reach out to customers in person. They should only sell in familiar neighborhoods. When taking orders in person, Girl Scouts and families should be aware of local and state health guidelines regarding Covid-19.
	1 case=12 individual packages of cookies

Topics	Discussion Points
Interacting with Customers	Girl Scouts can prepare an in-person sales pitch to ask customers to purchase cookies. Remind Girl Scouts to inform in-person customers about purchasing cookies for Cookies for Heroes.
	 Younger Girl Scouts can work with their families/trusted adults 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 Girl Scouts can develop strategies to market their cookie business beyond friends and family, including using social media, holding virtual cookie booths, and determining safe ways they can reach customers in their communities.
Cookies for Heroes	Discuss this program with girls (see page 25 for details). Encourage girls to set a Cookies for Heroes goal that they can share with customers.
Additional Sales & Cookie Booths	Remind girls they can continue their cookie program after the Initial Order Taking period and hold booth sales.
	 Girl Scouts and troops can continue using their Digital Cookie online storefronts to reach customers.
	 » Girl delivery orders can be placed between February 4 and April 23. » Direct ship orders can be placed between February 27 and May 7. » Donation purchases can be made between February 4 and May 7.
	 Girl Scouts should discuss the possibility of holding in-person and virtual booth sales.
	 » Girl Scouts can discuss using social media platforms to host a virtual booth or advertise an in-person booth sale. » Girl Scouts and families must review GSUSA's Supplemental Safety Tips for Online Marketing before using social media to promote their cookie program
Rewards	 Older Girl Scouts (Junior and older) can discuss if they want to take individual rewards or additional troop proceeds. Troops must vote (majority rules) to decide to take additional proceeds instead of rewards.
	Note: Daisy and Brownie troops must take the individual reward option.
	 Rewards are pictured on the order card and can be viewed from a Girl Scout's Digital Cookie dashboard. Encourage Girl Scouts to consider setting goals to help them earn the desired rewards.
Cookie Delivery	• Discuss with Girl Scout families when and where cookie orders can be picked up.
and Payments	 Discuss with Girl Scout families the procedure for obtaining cookies for orders placed after the Initial Order Taking period has ended.
	 If Girl Scouts/families accept checks from customers, they should be made payable to GSOFCT and taken only by friends and family.
	 Cash or customer checks should be promptly turned over to the troop cookie volunteer.
	Cookies should not be left with customers without receiving payment.
	 Cookies ordered or purchased via Digital Cookie are paid for with a credit card at the point of purchase. Girl Scouts/families do not need to collect payment for these cookie orders. Troops are credited for these payments in eBudde.
	• Discuss with Girl Scouts/families that money earned through the cookie program belongs to the troop, not individual girls.
	15

Cookie Program Tips

Have girls discuss and decide:

- Ways to promote the cookie program to EVERYONE!
- Where and how to sell, including door-to-door in their neighborhoods, booth sale; parent/caregiver, family or 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 the successes in this year's cookie program, including growth in the
 five skills, badges earned (be sure to check out the NEW entrepreneurship badges), and troop
 proceeds earned!



Parents and caregivers 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 (see page 24) with families.



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 their cookie program progress!
- Girl Scouts can check out Pinterest for suggestions for goal charts they can make and print out or keep on their or their parent/caregiver's mobile device.



- REMEMBER: Customers are eagerly looking for their favorite Girl Scout Cookies!
- Girl Scouts can keep the pocket order card (detached from the larger order card) in their backpack or the car, so they are always prepared to take a customer's order.
- Download the Digital Cookie mobile app on a Girl Scout's or parent/caregiver's mobile device, so they don't miss an opportunity to make progress toward their cookie goal!



- Incorporate fresh ideas to add a spark and challenge to a Girl Scout's cookie program.
- Consider additional ways to market a Girl Scout's cookie business, such as distributing door hangers or holding a walkabout sale in their neighborhood or the neighborhood of a relative or family friend.
- Check out the virtual cookie booth tips at girlscouts.org (Members>For Volunteers>Volunteer Cookie Resources>scroll to Virtual Cookie Program Resources).

Safety

Girl Scouts of Connecticut emphasizes the safety of Girl Scouts when they are participating in the cookie program. Please visit gsofct.org (Experiences>Cookies+>Cookie Program Resources) after January 2 for additional cookie program safety information. All Girl Scouts and families should know the safety guidelines to ensure a successful cookie program.

Note: Troop volunteers/Girl Scouts/families should be aware of and abide by any state and local public health guidance.

BEFORE the cookie program begins

- All Girl Scouts must be registered and have a signed Annual Consent form on file with a co-leader before participating in the cookie program.
- Educate Girl Scouts and parents/caregivers about cookie program safety, so they understand and are aware of safety measures.
- The Digital Cookie platform is the only approved online sales tool for Girl Scouts to sell cookies. Girl Scouts cannot set up third-party sites where cookies are marketed or sold, i.e., Facebook Marketplace, eBay, Craigslist, etc.
- Review the Safety Activity Checkpoints for Computer/Online Activities AND Cookie and Product Sales for complete safety guidelines (gsofct.org>Volunteer>Troop Volunteer Resources & Training>Important Online Publications).
- Review the GSUSA Internet Safety pledge before using the internet to promote a Girl Scout's cookie program.
- Girl Scouts and families must review and abide by GSUSA's Supplemental Safety
 Tips for Online Marketing before 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 sell, take orders, or deliver cookies in person.
- Cadettes, Seniors, and Ambassadors may use the buddy system and pair up with another Girl Scout. However, adults must be available while Girl Scouts engage in cookie program activities.
- Adults should supervise Girl Scouts when participating in any online activity related to the cookie program.
- Girl Scouts 12 and younger can use the social media accounts of parents/caregivers/ trusted adults to promote their cookie program. Girl Scouts 13 years and older can use their social media accounts.
- Girl Scouts should only share their first names, troop/group number, or council name when selling online.
- If providing an email address, a Girl Scout should use either a group account monitored by an adult, or an email account owned by an adult.
- Never reveal a Girl Scout's 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 28 for booth sale safety guidelines.

Money Safety

- Safeguard money at all times. Adults are responsible for all payments received.
- Avoid keeping large amounts of money in a Girl Scout's or family's possession.
- Money should be regularly given to the co-leader or troop cookie volunteer and promptly deposited into the troop bank account.
- Daisy Girl Scouts should not handle money.

Initial Order Taking Period

Initial Order Taking kicks off on February 4! Participating in the Initial Order Taking portion of the program is the SINGLE best way for Girl Scouts to reap the full benefits of the cookie program and reach their cookie program goals!

See pages 32 and 33 for complete information about Cookie Delivery Day.

February 4—March 10

- Troop cookie volunteers gain access to eBudde on February 4.
- eBudde instructions will be posted on gsofct. org (Cookies+ tab) no later than February 4.
- The cookie program starts, and Digital Cookie online storefronts open for girl delivery and donation purchases on February 4. Digital Cookie opens for shipped orders on February 27.
- Create login credentials for eBudde (per eBudde instructions).
- Review the contact information listed for the co-leader and troop cookie volunteer in eBudde (Contact tab) and edit, if needed.
- Digital Cookie orders (girl delivery, shipped, and donation) will flow directly into eBudde during the Initial Order Taking period and should NOT be manually entered.
- In-person orders (paper order card) must be entered by the troop cookie volunteer NO LATER than March 10 at 11:59 p.m.
- OPTIONAL: Additional cookies can be ordered on the Booth line as part of the troop's Initial Order. These should be entered in package, NOT case, quantities. See pages 19 and 27 for additional information about ordering booth sale cookies.
- Note: Cookies ordered as part of the Initial Order, including the extra roundup packages and any quantities on the Booth line, CANNOT be returned to/exchanged at a cookie cupboard.

Cookie Delivery Day - April 1

- All cookies ordered as part of a troop's Initial Order MUST be picked up on Cookie Delivery Day.
- Each service unit has an assigned location and pickup window. Check with your service unit cookie manager to confirm YOUR service unit's pickup location.
- Your service unit's pickup window and location will be viewable in eBudde beginning on March 17 (Delivery tab).
- It is the troop cookie volunteer's or co-leader's responsibility to select a pickup time during your service unit's pickup window.
- Distribute cookies to Girl Scouts/ families after the troop picks up the cookies as soon as possible. IMPORTANT: Obtain an adult signature when each Girl Scout's cookie order is picked up. Use the receipt booklet included in the cookie program material you picked up from your service unit cookie manager.



Initial Order Taking Period



Girl Initial Order Reward

Girl Scouts who sell at least 135 packages during the Initial Order Taking period will earn the out-of-this-world comfy Hooded Blanket!

All packages included in a Girl Scout's eBudde record for the Initial Order, including packages sold in person, via Digital Cookie, and for donation, will count toward the Girl Scout earning the Initial Order Reward.

NOTE:
The number
of packages needed
to earn these rewards
has been reduced (135 pkgs)
due to the change in the
cookie program dates. This
information was updated
AFTER the order cards
were printed.

Troop Initial Order Reward

Troops averaging 135+ packages per Girl Scout selling during the Initial Order Taking period will earn the Go Bright Ahead T-shirt PLUS the Shoe Charm that can be added to the Charm Patch earned at 35+ packages. Girl Scouts can earn the Shoe Charm only by earning the Troop Initial Order Reward.





Booth Order Bonus

Troops earn \$20 for every 20 cases (240 packages) ordered on the Booth line on the Initial Order tab. Note: Qualifying troops must have at least two girls with Initial Orders entered in eBudde.

- Booth cookies ordered on the Initial Order are picked up as part of the troop's cookie order on Cookie Delivery Day.
- Booth cookies ordered as part of the Initial Order are NOT eligible to 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 Girl Scouts to add e-commerce to their cookie program and gain a powerful marketing tool. When setting up their Digital Cookie storefront, Girl Scouts include messages about what they hope to learn during this year's cookie program and how the troop plans to use its cookie program proceeds. Thus, a Girl Scout's or troop's Digital Cookie website becomes a way to inform customers about how their cookie purchase supports the Girl Scout, their troop, and community AND allows the customer to buy cookies simultaneously. Win-win!

Access to the Digital Cookie platform (digitalcookie.girlscouts.org) begins in late January 2023. Look for a registration email on/around January 21 for troop volunteers and January 23 for Girl Scouts/families to get started. Visit gsofct.org (Experiences>Cookies+>Cookie Program Resources) after January 2 for more information.

Simple steps to get girls started.

Register. Parents/caregivers of all registered Girl Scouts will receive an email invite on or around January 23 to register their Girl Scout(s) for this year's Digital Cookie platform. Follow the link in the email to get started.

Note: The email will be sent to the email address associated with the parent's/caregiver's membership record. Please encourage the parents/caregivers in the troop to confirm that the email address associated with their membership record is correct.

Ensure the Girl Scouts (not the parents/ caregivers) in your troop are "opted in" to emails in their membership record to ensure the Digital Cookie registration email is sent to their parent/caregiver!

- Set up an online storefront. Girl Scouts can enter their sales goal and upload a fun picture or video asking customers to make a purchase. Save the storefront settings, have the site approved by a parent/caregiver, publish the site, and, beginning on February 4, the online storefront will be live for customers to visit and purchase cookies for girl delivery or donation. The Digital Cookie platform will open for direct ship cookie orders on February 27.
- Invite customers. Girls can manage their cookie customer list and send ready-to-use emails inviting people to support their cookie program. They can also share a link to their Digital Cookie online storefront with family and friends on social media.

Top features for Girl Scouts/families

Beyond being a marketing tool and e-commerce platform, Digital Cookie allows Girl Scouts/families to manage their cookie program online!

My Cookies tab allows for greater insight into a Girl Scout's cookie program.

> Girl Scouts/familes can see all the inventory assigned to the Girl Scout. The dashboard will show the total number of cookies sold by the Girl Scout, including booth sale cookies.

My Rewards tab will allow Girl Scouts/parents/ caregivers to view the reward lineup from the Girl Scout's Digital Cookie dashboard.

Rewards will be pictured, and complete information about the reward choices will be included. Girl Scouts can select rewards at levels where there is a choice once they have 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.













Valuable tools for troop volunteers

Two troop links to accommodate in-person delivery or pickup AND direct ship to the customer.

- Troops can choose to use one, both, or neither link. TOP TIP: Troops should consider using the in-person delivery link at in-person booth sales to accept credit card payments (no fee for the troop or customer).
- The troop in-person link will NOT be active until after the Initial Order Taking period. During the Initial Order Taking period, individual Girl Scout Digital Cookie links and troop direct ship links are active.
- Troop volunteers should encourage Girl Scouts/families to make reward selections from the Girl Scout's Digital Cookie dashboard so the volunteer can pull a report to make the reward entries in eBudde.



Critical points for troop volunteers, Girl Scouts, and families

- The availability of different customer purchase options via Digital Cookie are as follows:
 - » Girl delivery is available between February 4 and April 23
 - » Donation purchases can be made betweeen February 4 and May 7
 - » Shipped purchases can be made between February 27 and May 7
- Packages purchased for girl delivery during the Initial Order Taking period (February 4—March 10) will automatically populate in a Girl Scout's record in eBudde.
 - » Packages purchased for girl delivery AFTER the Initial Order Taking period will need to be MANUALLY added to a Girl Scout's record by the troop cookie volunteer. The weekly *The Cookie Recipe* emails will provide more information on how to do this.
- Use the Digital Cookie mobile app (available for iOS and Android). The mobile app makes it a snap to approve girl delivery orders, send marketing emails on the spot, and accept credit card payments for in-hand cookie purchases.
- The only tasks the app CANNOT handle are:
 - » Registering a Girl Scout(s) for this year's Digital Cookie platform, and
 - » Approving a Girl Scout's Digital Cookie site.
- Girl Scouts can earn special rewards for Digital Cookie sales, including unique charms to add to the Charm Patch! Check out the order card or page 39 for more information.











Connecting with Customers

Many people would love to buy Girl Scout Cookies, but they don't know a Girl Scout or have not been asked! Check out these ideas for connecting with customers. Encourage Girl Scouts and families to consider new ways to reach customers in addition to their tried-and-true methods.

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

Booth sales, including drive-thru booth sites and virtual booths on social media, are great ways to reach customers. See pages 26-28 for more info.

Friends and Family

Friends and family are frequently Girl Scouts' first cookie customers because they are the people Girl Scouts know best! Younger Girl Scouts can find it helpful to practice their sales pitches with people with whom she/they is most comfortable.

- Visit friends and family in person or reach out by email, text, or phone. Use the Digital Cookie platform to send marketing emails.
- Girl Scouts 13 years and older can use their social media to let people know they are participating in the cookie program.
 Girl Scouts 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 brainstorming all the communities the Girl Scout and her/their family belong to.

Door-to-door in the neighborhood

- Girl Scouts can take orders on their order cards in February and early March and return to deliver the cookies in April. Cookies are paid for when they are delivered.
- Girl Scouts can leave a flyer or door hanger at familiar homes letting neighbors know they are selling Girl Scout Cookies. The marketing piece can include a QR code that will take the customer directly to the Girl Scout's Digital Cookie storefront. The piece can also provide an adult's phone number and an adult-monitored email address so the Girl Scout can be contacted to place an order. Girl Scouts can also email neighbors from their Digital Cookie dashboard.
- Another idea: Conduct a walkabout in April and May with cookies in hand so neighbors can buy cookies on the spot!

^{*} Girl Scouts and parents/caregivers 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.

Parent/Caregiver/Family Friend co-workers and colleagues

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

More tips for reaching customers

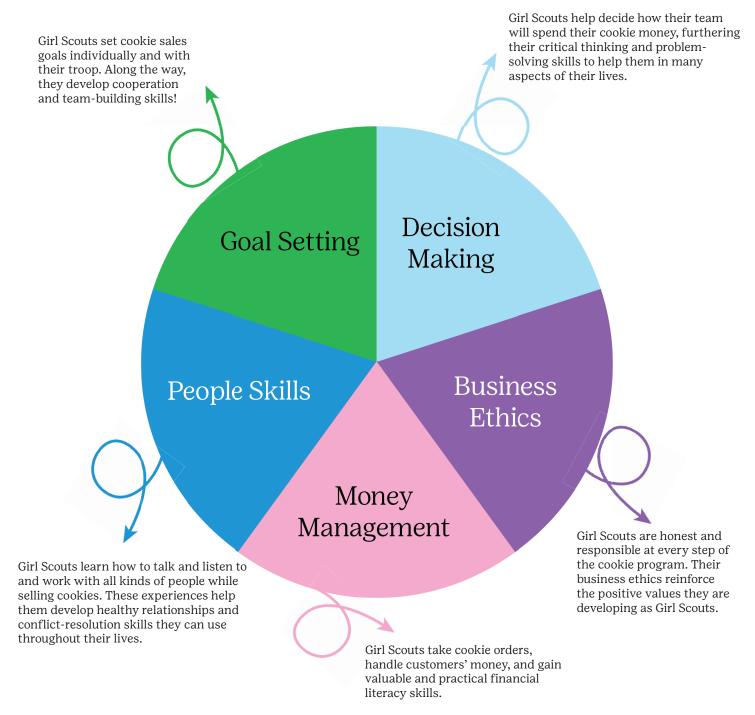
- Let customers know about the Cookies for Heroes Program. Customers can purchase cookies to be donated to active-duty service members, veterans, and local heroes (see page 25 for more information).
- Keep the order card handy or download the Digital Cookie app so Girl Scouts won't miss a cookie sale opportunity.
- Girl Scouts 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.

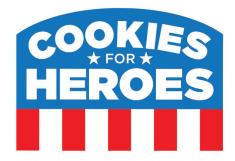
Five Skills of the Girl Scout Cookie Program

The Girl Scout Cookie Program is THE leading entrepreneurial program for girls. Use the graph below to explain to Girl Scouts and parents/caregivers how participating in the Girl Scout Cookie Program gives Girl Scouts skills they need to succeed now and as they become adults.

When Girl Scouts 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? They have a ton of that, too.

Visit Girlscouts.org/gsle for more information about the Girl Scout Leadership Experience.





Cookies for Heroes (CFH) is the council's Gift of Caring program. Girl Scouts can offer their customers the opportunity to support their troops and, at the same time, donate cookies to women and men serving in the military, veterans, and local heroes. Plus, they can earn cool rewards!



See page 39
for the unique
rewards girls
can earn when
they sell cookies
for the Cookies
for Heroes
Program.

How do girls sell cookies for CFH?

Girl Scouts can sell cookies for CFH:

- In person during and after the Initial Order Taking period.
- At booth sales and walkabouts.
- Via their Digital Cookie storefront.

When taking cookie orders, Girl Scouts should ask the customer if they want to make a CFH purchase. If Girl Scouts leave an order card at a parent/caregiver/trusted adult's workplace, they can attach a CFH 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.

How are
these cookies
accounted for,
and how do Girl
Scouts receive
credit for these
cookies?

When Girl Scouts sell a package (or more!) for CFH in person via the order card, they record the sale on the order card, and the troop cookie volunteer records the sale in eBudde.

Packages sold for Cookies for Heroes on the Digital Cookie platform are automatically recorded in eBudde and should NOT be manually added by the troop volunteer.

How do cookies sold for CFH get to the intended recipients?

GSOFCT partners with organizations to deliver the cookies. Therefore, the troop does not receive or physically handle packages of cookies sold for CFH.

TIP:

Suggest girls set a CFH goal to share with their

Booth Sales | April 1 - May 7

GIRL SCOUT COOKIES ARE HERE! girl scouts

Cookie booths are a fantastic way for Girl Scouts to reach new customers and troops to increase their sales. Booth sales are generally held in front of local businesses or at community events with high foot traffic. Girl Scouts can also consider holding a virtual booth on social media with the supervision of troop adults. Details about having a virtual booth can be found at girlscouts.org>Members>Volunteer Cookie Resources.



Check out pages 27-29 in this guide to ensure you have the information needed for Girl Scouts to hold successful booth sales!

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 determine the service unit's procedure for securing a booth site. Once the service unit confirms a booth site, it MUST be entered into the troop's record in eBudde (Booth Sites tab).

Listing the booth site in eBudde is REQUIRED to:

- Act as the troop's trip application, AND
- Allow the booth to be listed in the Cookie Finder app.

Troops may only hold in-person booth sales within their service unit's geographic footprint. If a troop has an in-person booth sale opportunity outside their service unit's footprint, they must contact their service unit cookie manager to obtain permission to hold the booth sale at the desired location.

Booth sales can only be held during the booth sale period (April 1 – May 7, 2023). The GSOFCT Product Sales team must approve any exceptions. Occasionally the council will set up booth sites open to ALL troops regardless of where the site is 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

Be sure to review the GSUSA Cookie Booth Essentials on page 29. In addition, troops must review and adhere to the following guidelines:

- Booth sales are considered a troop activity. Occasionally, a Girl Scout in a troop will want to hold a booth outside of or in addition to her/their troop's booth sale(s). These Girl Scouts and families must adhere to the service unit procedures for securing a booth site. If this situation arises, please refer the parent/caregiver 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 gsofct.org.
- Troops can obtain inventory for their booth sale in the following ways:
 - » Order cookies on the Initial Order on the Booth line in eBudde, or
 - » Troops can pick up cookies at a council or service unit cupboard (see pages 34-35 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 2023 booth sale season:
 - » Picked up from a GSOFCT cookie delivery site on April 1, 2023
 - » Picked up from a GSOFCT cookie cupboard no earlier than March 27, 2023.

Cookies from 2022 Election Week Cookie Sales, a different council, or a previous cookie season CANNOT be sold. Troops may not promote, collect, or sell items other than Girl Scout Cookies at a cookie booth.

- Several factors determine booth sale durations. Booth sales can be held for as few as 60 minutes or an entire day. Factors that will influence the duration of the booth sale include:
 - » The number and ages of Girl Scouts available and the availability of adult volunteers.
 - » The availability of the location as determined by the service unit.
 - » The weather! Cold, windy, rainy, or snowy conditions may dictate a shorter booth sale.
- Check in with the business owner/manager and follow any instructions they give you. Please do not ask the business for supplies or change; the troop is responsible for bringing 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 leaving.
- All cash donations MUST be used to purchase cookies for the Cookies for Heroes Program OR the troop's local gift of caring initiative. Cash donations should NOT be taken as a donation to the troop.
- Girl Scouts must always be present. 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 be an approved volunteer. Consider having additional volunteers at the booth sale to assist with bathroom breaks or in case of emergencies.
- Girl Scout Cookie booths CANNOT be held in partnership with businesses, organizations, or events a Girl Scout cannot legally patronize, including bars, breweries, tobacco stores, liquor stores, and marijuana dispensaries.



Booth Sale Safety and Best Practices



- At least one approved volunteer from each troop is expected to participate in product sales training and update Girl Scouts and volunteers on safety and program materials before the booth sale.
- Check out the booth sale site beforehand. Look for security measures and the location of the nearest bathroom.
- Keep Girl Scouts safely away from cars.
- Girl Scouts should oversee making all sales.
- Review the Safety Activity Checkpoints for Cookie and Product Sales (page 81) at gsofct.org: Members>For Volunteers>Volunteer Essentials>Safety>Safety Activity Checkpoints.
- The Girl Scout/adult ratio should always be followed. See page 5 in Volunteer Essentials: gsofct.org> Members>Volunteers> Volunteer Essentials> Safety> Safety Activity Checkpoints.

What to bring to in-person booth sales

- In addition to cookies, bring a cash box with starter cash and a table.
- If the troop opts to accept credit cards, bring the card reader or mobile device with the Digital Cookie mobile app.
- Signs and decorations for the table.
- Cards and ribbons to make multi-box bundles for occasions like birthdays or holidays.
- A Cookies for Heroes flyer and a Thin Mint box wrapped in the Cookies for Heroes box wrap to promote the program.
- A box or container to collect cookies purchased for a troop's local gift of caring initiative, if applicable.
- Cookie costumes for Girl Scouts to wear to attract customers to the booth. See Pinterest for ideas!
- Snack and water for the Girl Scouts. Note: Girl Scouts and adults should step away from the table when eating or drinking.
- There are many ways to hold a booth sale, so make sure to present all the options to troop families. Successful booth sales can include:
 - In-person booths in front of local businesses or large community events, in a neighborhood, or at the top of a troop family's driveway.
 - A drive-thru booth sale in a school/church/business parking lot (with appropriate permission).
 - A virtual booth promoted on troop families' social media accounts.
- Consider using one or both troop links on the Digital Cookie platform. Troop families can share the links on social media to expand the base of potential customers. If a troop sets up the direct ship link, it will be included on the GSUSA Cookie Finder app beginning February 27, so customers who don't personally know a Girl Scout can order cookies to be directly shipped.
- Talk about the Cookies for Heroes Program with customers.
- Allocate the cookies in eBudde to all Girl Scouts who participated in the booth sale (Girl Order tab). This ensures all Girl Scouts who participated receive credit for sales. The weekly *The Cookie Recipe* emails will include more information about this.
 - Cookies should be allocated in a way that is fair to all Girl Scouts. Remember: Girl Scouts who weren't at the booth sale may have helped out in other ways, such as making posters or helping to pick up the cookies.







Cookie Booth Essentials

How to Maximize Your Booth Experience, Interact with Customers, and Stay Safe



Cookie booths are a great place for Girl Scouts to leverage and grow their entrepreneurial skills. This opportunity comes with some important responsibilities.



Remember to follow all guidelines that your council sets, like approved and designated booth locations, as well as requirements for setting up, running, and taking down a booth.



Use this flyer for helpful tips on how to talk to customers about the cookie program, and how to navigate difficult situations that may come up.

Booth Requirements

While at a cookie booth, make sure Girl Scouts wear their uniforms, other Girl Scout-branded clothing, or their membership pin to clearly identify themselves as Girl Scouts. It's a great way to show your Girl Scout pride!

- All booth sales must take place in a designated, council-approved area.
- Booths should not block a store entrance or exit.
- Make sure there is adequate space for a table for the cookies to be on display, and the participating Girl Scout. Ensure that pedestrians, bikes, and cars can safely pass by.
- Always have a first-aid kit available at the booth.
- Have approved volunteers/adults present at a booth at all times.





Tips for Safeguarding Cookie Money

- After receiving cash and making change, Girl Scouts should hand the money to a volunteer for safekeeping and to deposit into the cash box as soon as possible.
- Keep the cash box in a safe place or behind a barrier of cookie packages.
- Don't walk around with large amounts of money.
- Bank cookie money often and do not keep money at home or at school.
- Reduce cash transactions by offering credit card payment options whenever possible.

Booth Sale Fun!



Troop 50334

Beyond Initial Order Taking

Cookie program fun and learning continue past the Initial Order Taking period! Girl Scouts and troops are most successful in the cookie program when they continue marketing their cookie program through April and early May. Read on for how troops can make the most of their cookie program this year by going "bright ahead" through the end of the cookie program!





Top tips for maximizing Girl Scouts' and troops' cookie program

- Set up a Digital Cookie online storefront
 - Girl Scouts can set up their Digital Cookie site any time during the cookie season. See the Calendar on page 8 and 9 for key Digital Cookie dates and pages 20 and 21 for steps to get started with Digital Cookie.
 - Troops can set up their in-person delivery site and direct ship site at any point during the cookie program. Troop in-person sites will be available to customers between March 11 and April 23. Troop direct ship sites will be active once the site is published (no sooner than February 27) through May 7.
- Hold virtual booths on social media platforms.
- Consider additional ways to connect with customers (see page 22 and 23 for many suggestions about finding more customers).
- Hold a Cookies for Heroes/local gift of caring initiative campaign. Consider partnering with local business owners to promote gift of caring purchases to their customers.

Filling additional orders

Reaching out to customers past the Initial Order Taking period is key to maximizing Girl Scout and troop cookie goals. The expectation should be that there will be orders to fill AFTER the Initial Order Taking period.

- Check with Girl Scouts/families to see if they have additional online girl delivery OR in-person orders to be filled. REMEMBER: Girl delivery orders DO NOT flow to eBudde after the Initial Order is submitted. So, the troop volunteer will either need to pull a report from eBudde or communicate with the troop family to determine the quantity and variety of the packages required to fill the additional orders.
- Determine if the troop has the cookie inventory for these orders or schedule a visit to a cookie cupboard to pick up the needed cookies (see pages 34-35).
- For all cookies sold AFTER the Initial Order, the troop volunteer will need to manually add these cookies to a Girl Scout's eBudde record from the troop's inventory in eBudde. This includes booth sale cookies as well as girl delivery online orders. Instructions on how to do this will be included in the weekly *The Cookie Recipe* emails.

Cookie Delivery Day - April 1, 2023

All cookies included in a troop's Initial Order will be picked up on April 1 at one of the statewide cookie delivery sites. This date is FIRM.

The troop is responsible for identifying troop adults to pick up the troop's cookie order at the designated location on April 1. Each service unit is assigned a delivery site location and a time range for troops to pick up their cookie order.

The time slots for cookie delivery day will be available in eBudde on the Delivery tab beginning on March 17. Troops will see the time slots available for their service unit.









Cookie Delivery Day To-Do List

Anea	a o	i delivery day:
		Recruit at least one troop adult to help. One person is needed to drive the vehicle and another to be the counter. Please note: If your troop has many cases to pick up, you may need more than one vehicle on delivery day. See the chart on the opposite page to determine how many vehicles you will need to pick up the troop's order.
		Sign up for a pickup time (Delivery tab) in eBudde. The Delivery tab will open for troop users on March 17. Please make a note of the time selected AND your cookie delivery location.
		Ensure appropriate space has been identified to store the cookies. The area must be protected from weather, smoke, car exhaust, pets, and wildlife.
		Make a plan for troop families to pick up their cookies. Remember to have a parent/caregiver sign a receipt for each Girl Scout's cookie order when it is picked up. These signatures are essential to transfer responsibility for the cookies from the troop cookie volunteer to the family.
Befo	re p	pickup time:
		Make sure all vehicles arriving for cookie pickup are clean and empty. For safety reasons, do not bring any children or pets.
		Open pickup trucks must have a covering to protect the cookies.
		Make sure the troop has an adult to act as a counter at the delivery site; volunteer counters must be at least 16 years old. If the troop is bringing multiple vehicles, the troop only needs one counter. Having a counter is essential to ensure the troop receives the correct number of each cookie variety.
Duri	ng j	pickup 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 permits.
		If your troop will be using more than one vehicle to pick up cookies, ask all drivers to arrive at the assigned time. Troop vehicles will not be allowed to join the line until all vehicles are present.
		Count the cookies. A troop adult must sign and be responsible for the cookies received before leaving the delivery site. Therefore, they must be sure the troop received all the cases they are signing for. This is another reason why it is critical to have a troop adult in addition to the driver to act as a counter while the cookies are loaded into the vehicle(s).
		If delivery overages, shortages, or damages are discovered, the troop cookie volunteer should report them to the delivery site manager as soon as possible. If the overage, shortage, or damage is found after the cookie delivery site is closed, the discrepancy should be reported to the Product Sales team (customercare@gsofct.org) as soon as possible but no later than 72 hours after cookie delivery day.

Cookie Cupboards

What is a cookie cupboard?

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

There are two types of cookie cupboards: council and service unit. Council cookie cupboards are open to all troops, regardless of which service unit they are assigned to. Service unit cookie cupboards serve the troops assigned to a specific service unit. A list of council cookie cupboards and cupboard manager contact information will be available at gsofct.org by March 17.

Why use a cookie cupboard?

Troops use cookie cupboards to pick up cookies to fill additional orders placed after the Initial Order Taking period closes. Troops also use cookie cupboards to pick up inventory to stock their booth sales. Knowing that additional cookies can be obtained encourages Girl Scouts and troops to go "bright ahead" to the end of the cookie program, allowing them to reach their stretch goals!

When are cookie cupboards open?

The cupboard manager determines cupboard hours and days of operation. Some council cupboards will open the week of March 27, while most service unit and a few council cupboards will open the week following Cookie Delivery Day (April 1). Most cupboards will operate through the end of the cookie program. We highly recommend that troop volunteers confirm with the cupboard manager of their desired cupboard to confirm the exact dates and times the cupboard will be open, including the last date for the troop to return eligible cookies.

Where are cookie cupboards located?

Throughout the council! We anticipate having more than 20 cookie cupboards this year. Volunteers most frequently manage cookie cupboards 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.

A list of council cupboards will be posted at gsofct.org on/around March 17, 2023. Check with your service unit cookie manager to see if your service unit will be hosting a cupboard.



How are cookies ordered/reserved through the cupboard?

Below is a brief overview of how to reserve cookies to pick up at a cookie cupboard. Additional specifics will be posted at gsofct.org and included in *The Cookie Recipe* emails and written eBudde instructions as the booth sale and cupboard season draws closer.

- Troop volunteers enter the cookie order directly in eBudde on the Transaction tab as a Pending Order to the desired cupboard. The date the troop selects to pick up MUST be at least six days in the future and no more than five business days before the troop's booth sale.
 - For example, if a troop needs cookies for a booth sale on Saturday, April 8, it will need to plan to pick up cookies the week of April 2, which is within five business days of the troop's booth sale. A troop volunteer can submit the order to the cupboard beginning on March 17, when the eBudde Transaction tab is enabled. For example, if the troop wants to pick up on April 3, the order must be submitted by March 28, six days before the desired pickup date. But it could also be submitted anytime before March 28.
- Troop cookie volunteers should submit a cookie order to a cupboard AS SOON AS they know they will need cookies. Waiting until the week before the booth sale to submit the order might result in the cupboard not having the cookies the troop is requesting.
- If cookies are needed sooner than six days from when the troop cookie volunteer is submitting the request and the troop cookie volunteer attempts to enter it into eBudde, eBudde WILL NOT save it, and it will not be transmitted to the cookie cupboard manager. If a troop needs cookies on short notice (sooner than six days), the troop cookie volunteer will need to contact the cupboard manager directly to confirm if the cupboard has the inventory to fill the request.

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

Troop volunteers cannot modify or delete a cookie reservation once it has been submitted. However, the cupboard manager can change or delete a cookie reservation. For this reason, it is far preferable for troops to submit cookie reservations early and request to modify or cancel the order, if needed, rather than waiting until the last minute to submit a reservation.

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

Yes, with the following qualifications:

- Troops can return up to 60% of the number of cases picked up from the cupboard within five business days of the pickup date. For example, if a troop picks up 20 cases of cookies on April 3, it can return up to 12 unopened cases in sellable condition to the cupboard no later than April 10.
- Only full cases can be returned (no partial cases or individual packages). The cases must be unopened and in sellable condition.
- Cookies eligible for return MUST have been originally picked up from the cupboard during the 2023 booth sale season AND be returned no more than 5 business days after being picked up.

Cookie Program Rewards & Proceeds

Girl Scout Rewards

- Rewards, EXCEPT for Initial Order rewards, are based on all cookies sold during the entire cookie program (February 4-May 7, 2023). Rewards are pictured on pages 38 and 39, the order card, and a Girl Scout's Digital Cookie dashboard (My Rewards tab).
- All rewards are cumulative EXCEPT for Cookie Credits. A girl will earn the highest value Cookie Credit based on her/their final package total (see below for details).
- If an older Girl Scout troop (Junior and older) elects to take additional proceeds (10¢ more per package) instead of individual rewards, Girl Scouts will still receive all earned patches and Cookie Credits as well as Initial Order, Digital Cookie, and Cookies for Heroes rewards. Girl Scouts will also receive rewards at the 750+ package level and higher, if earned.
- Instructions on how to order final rewards in eBudde will be included in the eBudde instructions, which will be posted at gsofct.org by mid April.
- Girl Scouts earn Cookie Credits beginning at 185+ packages.
- Cookie Credits can be used to pay registration fees for 2023 GSOFCT Summer Camp or to purchase items from any GSOFCT shop or camp trading post.
- When Cookie Credits are used to pay 2023 GSOFCT Summer Camp registration fees, the value of the Cookie Credit will be doubled!
- · Cookie Credits will be distributed in mid-June.

Cookie Crossover Bonus

Cookie Credits

- Troops that achieve at least \$130 per Girl Scout selling average in Treats & Reads, 140+ packages per Girl Scout selling average in the 2022-2023 cookie program (excluding 2022 Election Week Cookie Sales), and have at least two girls participate in both Treats & Reads and the Initial Order Taking portion of the cookie program will earn an additional 2¢ per package in troop proceeds.
- The bonus will be credited to the troop in eBudde after the 2022-2023 cookie program has ended before the final ACH payment.

Service units can earn a cash award for increasing their sales over the 2022 cookie program! Qualifying service units:

Service Unit Bonus

- » 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 two percent or more!

Troop Proceeds

If the troop's final PGA is:	The troop's per package proceeds will be:
Between 1 and 110 packages	85¢/package
Between 111 and 160 packages	90¢/package
Greater than 160 packages	95¢/package

Troop proceeds are based on the troop's final per Girl Scout selling average (PGA) for packages sold between February 4 and May 7, 2023. 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 or local gift of caring initiative, and on the Digital Cookie platform.

Additional Proceeds

- Older Girl Scout troops (Junior, Cadette, Senior, and Ambassador levels) are eligible to receive an additional 10¢ per package instead of individual rewards. The extra 10¢ will be in addition to the amount earned in tiered proceeds (see chart on page 36).
- For a troop to select additional proceeds, the Girl Scouts must vote on this option (majority rules). The troop cookie volunteer will need to choose this option in eBudde. Note: Daisy and Brownie troops are not eligible to choose additional proceeds and must choose the individual girl reward option.

Proceeds for Juliettes in the cookie program

- Juliettes earn 85¢ per package. Juliettes who are Junior level or older can opt out of earning individual rewards and earn an additional 10¢ per package (total of 95¢ per package).
- Juliettes do not earn tiered proceeds based on a per Girl Scout selling average and do not qualify for the Cookie Crossover Bonus 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 and their parents/caregivers work with a designated volunteer in the service unit during the cookie program who will assign cookies to the Girl Scout in eBudde, make reward selections, and accept money collected for in-person orders from the family.

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

To earn this reward, troops must complete five requirements: three mandatory and two additional requirements of the troop's choosing (see chart).

The co-leader/troop cookie volunteer 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 (May 19, 2023).

The TOP Troop Reward form link will be posted at gsofct.org by April 17, 2023.

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+ packages.	Set a troop sales goal and share the troop's plan for its cookie program proceeds.
Submit the ACH authorization no later than March 4, 2023, AND have all ACH payments completed on time.	Have at least 50 percent of the participating girls earn a cookie business OR entrepreneurship badge.
Have a minimum of two girls	Hold at least one booth sale or walkabout and provide a picture of the event.
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 March 10, 2023).	Have at least 50 percent of the participating girls set up sites in Digital Cookie AND send marketing emails. Note: Thank you emails do NOT count as marketing emails.

Reward Lineup



Charm Patch 35+ packages



Dolphin Tail Pen AND Dolphin Samoas Charm 75+ packages



Dolphin Bracelet OR Shoe that Grows 110+ packages

OR



Coral the Dolphin plush OR Shoe that Grows 160+ packages



Dolphin Mood Ring Set AND Go Bright Ahead charm AND \$10 Cookie Credit 185+ packages





Climbing and Ziplining at The Adventure Park (see side panel for details) OR Beach bag, water bottle, and Go Bright Ahead decals AND \$15 Cookie Credit 250+ packages







Go Bright Ahead Fashion Shades and Dry Pouch OR The Shoe that Grows AND \$25 Cookie Credit 300+ packages



Go Bright Ahead Journal AND Headlamp AND \$35 Cookie Credit 400+ packages



Long Sleeve Hooded Tee OR The Shoe that Grows PLUS 500+ bar patch AND \$50 Cookie Credit

OR



OR



Two tickets and buffet lunch to Lake Compounce on June 10, 2023, OR Electric Ice Cream Maker and four bowls PLUS 700+ bar patch AND \$75 Cookie Credit 750+ packages





500+ packages

CEO Event on May 20, 2023, AND the Cookie Oyster Charm PLUS 1000+ Bar patch AND \$100 Cookie Credit 1000+ packages

Cookie Credits used to help pay for 2023 GSOFCT Summer Camp registration will be redeemed at twice their face value.

All rewards are cumulative except for Cookie Credits. Council reserves the right to make substitutions to the item's color, material, or size or to substitute an item of equal or greater value due to changes or challenges in product availability.



OR



One Week of GSOFCT Day Camp OR Reading Enthusiast Package (Six-month subscription to Owl Crate/Owl Crate, Jr, book light, and backrest pillow) OR Fun in the Sun Package (beach blanket, shelter, cooler, Crocs & Jibbitz) (up to \$300 value)





OR



One Week of GSOFCT Resident Camp OR Camping 101 led by GSOFCT Girl Experience Staff in spring 2023 plus camping gear (four-person tent, sleeping bag, and hiking boots) OR Intro to the iPad class with GSOFCT IT staff plus iPad (64 GB) and Apple pencil (up to \$500 value) 1600+ packages



Girl Initial Order Reward Hooded Blanket 135+ packages (Initial Order)



Troop Initial Order Reward Go Bright Ahead T-shirt AND Shoe Charm 135+ per Girl Scout selling average (Initial Order)



The Shoe that Grows

(Philanthropic Reward) Girls may choose to donate toward The Shoe that Grows program in place of a reward item. Donating options are at the 110+, 160+, 300+, and 500+ reward levels.



Gift of Caring Rewards Gift of Caring patch 1+ Cookies for Heroes packages packages



Gift of Caring Rewards Community Charm 15+ Cookies for Heroes packages



Cookie Crossover Patch Eligible Girl Scouts can earn the personalized Cookie Crossover patch! To earn the patch: Girls must have sent 18+ emails and created an avatar during the 2022 Treats & Reads Program AND used the "Share My Site" function on the Treats & Reads dashboard AND sell at least 150+ pkgs during the 2023 cookie program.



Digital Cookie Rewards Send 18+ emails to earn the email charm.



Digital Cookie Rewards Sell 75+ packages through Digital Cookie to earn the Cookie Techie patch AND Raspberry Rally Charm 75+ packages



Digital Cookie Rewards Sell 110+ packages through Digital Cookie to earn Clicker the Dolphin 110+ packages



Girl Scouts who sell 250+ packages can choose a climbing and zip lining experience at The Adventure

There are two locations (Discovery Museum in Bridgeport OR Storrs), and several dates Girl Scouts can choose for their adventure! Parents/caregivers of eligible girls who choose The Adventure Park option will be contacted via email in mid May with additional information about how to reserve a date and time.

Note: The dates below are the ONLY dates in 2023 available for Girl Scouts to redeem their visit. Girl Scouts younger than seven, as of May 21, 2023, will need to select the Discovery Museum/Bridgeport location due to equipment suitability for smaller climbers and course layout.

Sunday, May 21, 2023 Sunday, May 28, 2023 Monday, May 29, 2023 Sunday, June 11, 2023 Sunday, June 25, 2023 Thursday, June 29, 2023 Tuesday, July 4, 2023 Wednesday, July 12, 2023

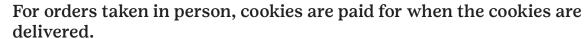
Thursday, July 13, 2023 Sunday, July 16, 2023 Thursday, July 27, 2023 Thursday, August 17, 2023 Monday, September 4, 2023 Sunday, September 17, 2023 Sunday, September 24, 2023

Cookie Program Finances

Troop payments to council are made by ACH payments from troop bank accounts. Troop proceeds and any bonuses earned will be calculated before the final ACH payment, and these amounts will remain in the troop bank account. ALL troops must complete and submit an ACH authorization for the current membership year NO LATER than March 4, 2023. The link to the ACH authorization can be found at gsofct.org in the Cookies+ section of the Experiences menu at gsofct.org.

NOTE: The ACH authorization must have been submitted AFTER August 15, 2022, to be valid for the this year's cookie program. ACH authorizations submitted before August 15, 2022, are not valid for the 2022-2023 cookie program.

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, if applicable, and all associated fees. NOTE: There are no additional fees for troops/Girl Scouts/families when purchases are made and paid through the Digital Cookie platform, including the Digital Cookie mobile app.





- Cash or check payable to GSOFCT are accepted in-person payments and should be given to the Girl Scout/parent/caregiver when cookies are delivered. Girl Scouts and families should consider only taking checks from customers known by the family.
- GSOFCT does NOT require payment before 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 via the Digital Cookie platform, payment will be made via a customer's credit at the point of purchase.

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

For cookies purchased when Girl Scouts/troops have cookie inventory in hand (April and May), 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.

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



- The troop cookie volunteer must use the receipt booklet to collect signatures whenever money or product is exchanged.
- The troop cookie volunteer is responsible for communicating to troop families the amount owed and the procedure for making payment to the troop.
- Troop cookie volunteers should record in eBudde all Girl Scout/family payments received.

Cookie Program Payment Issues



If a troop cannot collect the amount due from a Girl Scout/family, the troop should NOT pay the council for the packages that have not been paid for. If this is the case, the co-leader/troop cookie volunteer must contact the Product Sales team (customercare@gsofct.org) no later than April 18 for the first ACH payment and no later than May 16 for the final ACH payment to ensure the troop's payment to the council is adjusted.

The council requires the following documentation to be submitted no later than June 1, 2023:

- A completed Parent/Caregiver Cookie Program Delinquency form, including steps taken to collect the money
- Original parent/caregiver signature accepting cookies
- A copy of the Girl Scout's Annual Consent form

If the council successfully collects the debt from the family within a reasonable time, the troop will receive the proceeds due. If a troop collects the delinquent amount after submitting the documentation, the Product Sales team must be notified (customercare@gsofct.org).

If the bank returns a check for non-payment, the troop should take the following steps:



GSOFCT

- Attempt to resolve the situation with the parent/caregiver or customer.
- If unable to recover the value of the check and bank fees within two weeks, submit the following documentation to the GSOFCT Finance team no later than June 1, 2023, to be reimbursed:
 - » Original legal copy of the 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 the money

Documentation should be mailed to the address below. If documentation is received AFTER June 1, 2023, reimbursement will be withheld until the council has recovered the funds.

Attn: June Vaine
340 Washington St.
Hartford, CT 06106



Girl Scouts of Connecticut

340 Washington Street

Hartford, CT 06106

(800) 922-2770

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