The Cookie Recipe

Issue 13

A Resource Guide for Volunteers during the 2024 Cookie Season

Cookie Program Success Stories

We are hearing a lot of cookie program success stories including Daisy troop 50387 that had a sold-out booth sale last weekend. They sold over 780 packages of cookies in two hours! The troop put the 5 Skills into real life practice while helping the girls surpass their original cookie goals!

We also heard from Sydney of troop 38323 who has always been an enthusiastic cookie seller, setting goals and achieving them. This year, she brainstormed ways to reach more cookie customers so that she could surpass her cookie goals. One idea that she had was to approach companies for corporate donations.

Sydney prepared an awesome presentation including information about Girl Scouts and the Girl Scout Cookie Program, what the troop does with cookie proceeds and the Cookies for Heroes Program.

She booked a meeting with the CEO and COO of Federici Brands and made her pitch. At the conclusion of the presentation, she discussed how companies can donate boxes to the Cookies for Heroes Program and received a donation of 500 packages for Cookies for Heroes!

Encourage the Girl Scouts in your troop to think of ways they can find new customers- you never know what ideas they will come up with!

Action Steps

1. Does your troop have a booth sale planned?

- Let everyone know! Promote your booth on social media. Check out **Little Brownie Bakers** to see fun graphics you can use to help promote your booth.

- Be sure to tag GSOFCT! You can receive a booth charm for the Girl Scouts in your troop by promoting your booth sale on social media. Share where and when your booth will be held and tag Girl Scouts of Connecticut in the post. After you post, make sure you fill out **this form** so we know how many charms you need.

- Make sure your cookie booth is listed and approved in eBudde so it can be included in the Cookie Finder and in our texting campaign. If we don't know about it - we can't promote it!

If your troop doesn't have a booth sale planned, now is the time to revisit the possibility!

- Check with your troop families. They may not have been able to commit to a booth sale earlier but will likely have a better idea of their schedule now.

- Check with your service unit cookie manager. There may be booth sites that have been secured byt have not been selected by a troop. This could be a great opportunity for your troop!

Booth sales aren't the only way to participate during this portion of the cookie program. A neighborhood walkabout or lemonade-style booth sale are great ways for Girl Scouts to sell cookies with appropriate adult supervision. Check with your service unit cookie manager for additional guidance about these opportunities.

2. Today, April 7th is the last day customers can choose the Girl Delivery option in Digital Cookie. Girl Scouts should still promote their Digital Cookie storefront as customers can still purchase cookies for direct shipping and to donate to our Cookies for Heroes Program.

Be sure the Girl Scouts in your troop have the cookies they need to deliver to their customers.

Check for any Girl Delivery orders that have been placed after the Initial Order. Use the eBudde report in the Reports tab named "Girl Delivery-By Variety-By Girl" to see if there are Goal Getter orders that need to be filled. There is a column labelled "IO Added." If the field says "No," that means that the order came in after the Initial Order period closed. Troops will need to give these cookies to girls so they can deliver them to their customers.

Watch **this tutorial** to see how these orders populate in the eBudde platform and how to enter them into a Girl Scout's record.

Action Steps Continued...

3. Allocate your troop's cookies for Goal Getter orders, booth sales, and Troop Site. [Watch this helpful tutorial](#) to see how to allocate packages for Goal Getter orders for Girl Scouts in your troop on the Girl Order tab in eBudde.

Have sales from the Troop Site link? **[This video](#)** shows how to distribute those packages for the troop.

[This video](#) shows how to use the Booth Sale Recorder feature on the Booth Sale tab in eBudde to distribute cookies sold during booth sales to Girl Scouts.

4. Does your troop need inventory for an upcoming booth sale or to fulfill Goal Getter orders or Girl Delivery orders? Login to eBudde to place a pending cookie cupboard order. Troops can submit additional cookie order requests in the Transactions tab on eBudde. See our **[cookie cupboard list](#)** for a location near you and **[watch this short video](#)** on how to place a pending cupboard order in eBudde.

Need assistance? Reach out to your Service Unit Cookie Manager or email **[customercare@gsofct.org.](#)**

5. Monitor your troop's bank account to confirm that the cookie program ACH payment or refund initiated on April 5th is recorded in your account. Remember that it may take up to 10 days for the transaction to show in your account, but you will want to check to ensure that the payment or refund was successful. If you do not see the transaction by April 17 reach out to **[customercare@gsofct.org](#)**.

6. Save the date! Our next Cookie Chat will be on Tuesday, April 16.

Topic: Finalizing the Cookie Program for Your Troop

Time: Apr 16, 2024 07:00 PM Eastern Time

[https://zoom.us/j/97518656511?pwd=NzVZVzFocitxTzlJRWY3YkJvOUlndz09](#)

Meeting ID: 975 1865 6511

Passcode: Cookies

Upcoming Important Dates

April 7 – Digital Cookie closes for Girl Delivery orders.

April 21 – Final day of the Cookie Program: End of Booth Sales & Digital Cookie closes for shipped and donation orders.

April 26 – Troop final eBudde deadline.

May 3 – Final ACH payment initiated. Deadline to submit the TOP Troop Form.

Cookie Program Resources

The calendar for the 2024 Cookie Program can be found on our website on the [Cookie Program Resources page](#).

[Printable Goal Getter Order Card](#)

Be sure to check out our [Cookie Program Resources](#) page for additional resources for Girl Scouts, families, and volunteers.