



2018 Cookie Program Service Unit Cookie Coordinator Information

Participation

- All registered Girl Scouts are eligible and strongly encouraged to sell cookies.
- All troops, girls and adults participating in 2018 must have no outstanding debt or be debt free by November 30, 2017.
- While adults support girls in their selling efforts, they are not eligible for nor will they receive reward items.

Responsibility

Each troop is financially responsible for all cookies received. Product is not returnable from girl to troop, troop to service unit, service unit to council.

Our Baker

Our cookies are baked by Little Brownie Bakers of Louisville, Kentucky, one of two companies in the country licensed by GSUSA to bake Girl Scout Cookies.

Logging Into eBudde the First Time

- Visit <https://ebudde.littlebrownie.com>
- Enter your email address
- Enter your temporary password and then click “Log on”.*
- Change your password to a personalized password, all passwords must be 8 characters with one capital letter and one non-alphabetic character. For example, Cookies2018 will work great or Cookies@2018 or Cookies!
- Select your security questions, enter your contact information, and click “Submit”. (Don’t forget to write down your new password)

** For security purposes, Little Brownie Bakers resets everyone’s password each year. Approve eBudde as an authorized sender to your email inbox. Emails from eBudde may go into your spam or junk folder.*

Your Council Cookie Support Team Toll free number is 1-800-395-5318



Kathleen Roder
Product Programs Specialist
kroder@gsmidtn.org
615-460-0209

For additional cookie materials, eBudde assistance, adding troops and/or girls into eBudde system, delivery information and girl rewards.



Product Programs Specialist
productprograms@gsmidtn.org
615-460-0226

For booth site questions/information, troop deposits, ACH withdrawals, miscellaneous

\$\$\$ questions/issues, bad debt issues, adding troops and/or girls into eBudde system



Tracy Tudder
Product Programs Manager
ttudder@gsmidtn.org
615-460-0202

For pending orders at M&W warehouse and/or GSMT cupboard

Council Website

- Visit our site to find procedures, forms, manuals and other helpful information. www.gsmdtn.org
- Find girl activities, marketing ideas, cookie facts, program resources and clip art to help prepare for the cookie program. www.LittleBrownie.com

eBudde

<https://ebudde.LittleBrownie.com>

VIP eTraining

Get step-by-step cookie program training. <http://VIPeTraining.LittleBrownie.com/Login.aspx>

Cookie Club

Girls set goals, email customers to place online orders and track progress.

<https://cookieclub.littlebrownie.com>

Girl Scouts of the USA

Locate info on GS Cookie Program and national cookie badges and pins. www.GirlScoutCookies.org

2018 Council Cookie Goal- 1,723,800 boxes

Per Girl Average (PGA) – 168 boxes

Important Program Dates

Dec. 26 th - Jan. 17 th	Girls take Pre-sale (Initial) orders
Jan. 17 th - Feb. 3 rd	Order taking continues using Goal Getter Card
Jan. 30 th	All claimed/unclaimed SU Booth sale sites to Council
Feb. 2 nd - 3 rd	Initial order delivery
Feb. 4 th - March 4 th	Booth sales, order taking continues
Feb. 9 th	Cupboards open (no exchanges)
Feb. 23 rd	Regional cupboards will begin closing
Feb. 21 st	First ACH pulls \$1.75 per box received on Initial Order
March 8 th	Final ACH pulls for total troop balance remaining due to Council

SU Cookie Volunteer Basics

The first step as a Service Unit Cookie Coordinator is to become familiar with the Volunteer (Troop) Cookie Manual. We do our best NOT to repeat information in multiple books (though the first few pages provide critical duplicate information) so familiarize yourself with the information there. It will give you a good understanding of what is expected of a Troop Cookie Coordinator. As SUCC & SUCBC you are the Service Unit Cookie Leadership Team that will work together to make girls, troops and TCCs successful.

Communication

Together, develop a communication plan for your Troop Cookie Coordinators and use it often. Make sure they know how you plan to contact them and how they can best contact you. Be flexible for those who may not be able to email people. The key is to connect early and stay connected throughout the entire sale.

Communicate deadlines, reminders and needs, and be open to their problems. Help them manage their troop's sale.

Information Session

In partnership with the Service Unit Manager, the Service Unit Cookie Leadership Team should set information session dates and communicate those dates as soon as possible. Encourage TCCs to use the VIP eTraining site prior to your meeting. They will then come with questions that you can clear up. They need to attend an information session with you to receive their troop's sales materials. Some TCCs may need more additional information session time, and that is OK. TCC training should be completed in November to allow troops the time needed to prepare the girls for the program activities. Be sure to communicate the process for troop payments through the ACH payments to council.

Secure a Roster of All Troops

Obtain a complete list of troops from your Regional Executive. All registered Girl Scouts are eligible to sell cookies. The membership data will be uploaded into eBudde in December and in January, so troops and girls registered by then will be listed in eBudde. Only Council will be able to add late-registering girls after the upload is completed. The troop setting will calculate the number of registered girls by names listed and selling girls by those with cookie sales credited to them.

eBudde

The cookie program continues to expand its use of technology. Little Brownie Bakers has developed the eBudde management system for just this purpose. It is a web-based system which records all the details of the sale. TCCs will be expected to enter initial cookie orders, delivery pick-up reservation, schedule booths, credit girls, record booth sales and place reward orders through the system. eBudde does have some great communication tools for the SU Volunteer (eBlasts, dashboard messaging, calendar postings) but keep in mind, users can unsubscribe from the eBudde eBlast feature, so use it wisely. If a volunteer sets their setting to NOT receive email from eBudde, you have a legal obligation to respect that choice and you can not change their settings. **As SU Cookie Coordinators, you will be responsible for giving troops access to the system. Using the signed Troop Cookie Coordinator Appointment Letter, it is your responsibility to enter the troop cookie coordinator information into the eBudde system which will give them access.**

Direct Sale

The initial order portion of the program still accounts for a majority of our volume but the direct sale part (booth sales & direct sale door-to-door) has become increasingly vital to our success. It is important to put together a plan to maximize the troops' ability to do direct sales. As we see more and more retailers move towards a non-solicitation policy, we need to be innovative and creative in identifying new and lucrative opportunities. Troop booth selections are processed using the Booth Scheduler module within eBudde.

Get Ready

Work out a strategy to ensure every troop is prepared for the Cookie Program. Together, you should conduct information sessions after the TCCs utilize the VIP eTraining (available 24/7); ensuring troops have all the tools needed for a great sale. The SUCC is the primary position responsible for the pre-order portion of the sales, and the SUCBC will complete the final sales with a great direct sale. Both are vital for troops to meet their goals.

It is important to let Troop Leaders know that the Troop Cookie Coordinator will need to be comfortable with computer work and have internet access. ALL troops will use eBudde to enter cookie orders, select girl reward choices and to select booth slots. Stay positive.

Cookie Payment Process

Council will initiate ACH payments from troop accounts for the Council portion of proceeds. SUCC collects the ACH Electronic Debit/Credit Authorization form by December 15, 2017 from all troops and forwards it to the council Product Programs Department to arrive no later than January 2, 2018. Mail or email ACH forms to productprograms@gsmidtn.org, 4522 Granny White Pike, Nashville, TN 37204. (If you have already filled out the form for the Fall Product Sale you DO NOT have to fill out another form.)

All troops and service units must have a checking account to participate in the 2018 Cookie program. The account must be open and active no later than December 15, 2017.

Prepare the Troops

Troops must pay all outstanding debt due to GSMT before they can receive sales materials. Any girl whose family is delinquent within the troop cannot take individual orders or receive cookies until the delinquency is cleared but can and should be encouraged to participate in booth sales with the troop. All delinquencies must be kept confidential.

Collate sales materials

This is a breakdown of materials:

One per troop

- TCC Appointment Letter
- Volunteer (Troop) Cookie manual
- Troop Envelope
- Receipt Books (3)
- ACH Form (if troop did not participate in 2017 Fall Program)

One per Girl

- Parent Permission & Responsibility form
- Family Guide
- Custom Order Card
- Money Envelope
- Goal Getter Card (to be used after turning in custom order card)

Training Troop Cookie Coordinators

VIP eTraining

Little Brownie Bakers provides online training modules for Troop Leaders and Troop Cookie Coordinators at <http://vipetraining.littlebrownie.com>. This training is self-paced and broken into five modules covering different aspects of the program. The VIP eTraining site is an excellent way for TCCs to get an overview of ALL aspects of the Cookie program. The modules walk volunteers through most functions as well as reinforce the importance of goal setting, initial orders and meeting deadlines. Review the modules prior to your training so you can speak to their benefits with your volunteers.

Volunteers have an opportunity to print a certificate to verify that they have reviewed the material and completed the quizzes for each module. Have them submit this in exchange for their sales material at your Cookie Chat.

The Cookie Chat you host is specifically designed to best serve busy Troop Cookie Coordinators. Instead of attending a formal mandatory training, volunteers will come to your informal Cookie Chat with VIP eTraining under their belt. You can focus on providing local details, distributing materials and forms, answering outstanding questions and building critical relationships. You will want to share your communication plan, delivery details and collect appointment letters.

TCCs that did not use VIP eTraining will need to hang around a bit longer while you give them a more detailed look at the program.

All varieties of cookies including Toffee-Tastic and S'mores will be listed on the girl order card with the price differential of each cookie listed.



Cookie Chat



- ✓ First things first: Have each Troop Cookie Coordinator sign the Troop Cookie Coordinator Appointment Letter at your session. You keep the white copy and the Troop Cookie Coordinator keeps the yellow copy.
- ✓ Your goal is for every troop to walk away understanding cookie sale expectations and where to find answers should a question arise. Be sure to communicate all components of the Cookie Program: This is a fun opportunity to build skills and learn to run a business.
- ✓ As a team, the SUCM and the SUCBC can enlist some of the more experienced Troop Cookie Coordinators to help during your information sessions. It's always better to hear a variety of voices.
- ✓ Be personable and approachable. You want them to *want* to call you if a question arises.

A meeting agenda is a must! You'll want to hit the high points but don't just read their book to them. Maybe start with a "Scavenger Hunt" as an opening exercise. Have them work in teams to find answers to questions you pose. Its fun and they learn how to use their resources. Things you might want to cover include:

Welcome & Introductions

Exchange Contact Info
Share Communication Plan

TCC Responsibilities

Expectations
Timeline

Prepare for the Program

Safety First
Plan to Succeed

Rewards & Proceeds

Reward Options
Proceeds Options

eBudde

Troop Settings
Cookie Club
Cookie Order Submission
Cupboard Requests
Reward Order Submission
Girl Order Tab
Troop Mobile App

Booth Sales

Cupboard Process
Booth Scheduler

Booth recorder

Private Booth Sale Sites

Money Matters

Payment Process
Troop Proceeds
Delinquencies

Close Out

Final Reward Submission
Reports & Documentation

What's a PGA?

- For Statistical purposes we do not delete inactive troops and/or girls who have left the troop. We will however transfer girls from troop to troop.
- The Per Girl Average (PGA) is based on the number of girls selling NOT the number of girls registered.

All Individual Registered Girls (IRG's) are registered in the service unit with the troop number beginning with 4000.

Your Cookie Calendar

November 12 th -30 th	eBudde Demo site open to SU Cookie Coordinators Pack cookie material packets for each troop
	Train Troop Cookie Coordinators
	VIP eTraining opens
	TCCs train girls and parents
	Find a location for the SU Cookie Delivery Station
December	SUCBC begin contacting businesses within your area for Booth Schedule Permissions.
	TCCs train girls and parents
17 th	Cookie Club site opens for goal setting and adding email contacts
18 th	Cookie Club opens to send email cookie promise requests
19 th	First Membership data uploaded to eBudde
26 th	Initial (Presale) Order Taking Begins – Friends & Family
January	
9 th	Cookie Booth Scheduler opens – Round one
13 th	Cookie Booth Scheduler opens- Round two
	Delivery Station information due to Council (kroder@gsmidtn.org)
	Final Upload of Membership data in eBudde at 4:00 p.m
14 th	eBudde Booth Scheduler opens with no restrictions
17 th	Initial (Presale) Order Taking Ends Girls order cards due to TCC
18 th	Troop Cookie Orders & Girl Rewards due to Service Unit
19 th	Service Unit Order Due to Council
26 th	Initial Order Incentives shipped to SUCC – prepare for delivery to troops
February	Prepare for cookie delivery day.
2 nd – 3 rd	Count & Go” Troop Pick-ups for Davidson, Murfreesboro, Williamson, Wilson Counties
3 rd	Cookie Delivery to service units in outlying counties – count and recount cookies (do not sign for cookies until they have been counted at least twice)
4 th	Booth Sales Begin
9 th	Cupboards Open
15 th	First ACH pull \$1.75 per box received on Initial Order
23 rd	Regional Cupboards begin closing

March	
4 th	Cookie Program Ends
4 th	TCC must allocate all cookies to girls in eBudde
5 th	Girl rewards must be entered into eBudde by 8 am
	All Girl Payments for cookies must be entered into eBudde by 11:00 p.m.
12 th	Final ACH pull for total troop balance remaining due to council
7 th -10 th	SUCC must deliver bad debt paperwork to council
1 st – 15 th	Troops deliver their HUGS Gift of Caring to Council
	Troops deliver TGOC to organizations
April	
2 nd	ACH Cookie Proceeds deposited into troop accounts
	Shipping of rewards for girls to SUCC – Inventory and prepare for delivery to troops
26 th	Product Programs celebration for SU Fall Product & Cookie Coordinators
29 th	Stellar Seller Awards Ceremony - Salute to Outstanding Leadership Awards (SOLA)
May 15th	Service Unit Manager may apply for service unit cookie proceeds bonus
June 30th	All unclaimed Girl Rewards maybe returned to Product Programs department for troop pick up.



How to Operate a Cookie Delivery Station

Before Delivery Day	<ul style="list-style-type: none"> ▪ Arrange for a location where your Service Unit cookies will be delivered. ▪ Consider when selecting a location: <ul style="list-style-type: none"> ▪ Centrally located, if possible ▪ Easy to find ▪ Large, empty room ▪ Clean, cool and dry ▪ Concrete floor (if possible), ground-level floor ▪ Easily accessible for large trucks ▪ Can enter and exit easily (no long stairways, hallways or sidewalks) ▪ Inform Council office of location, address, your cell phone number. You may request a time (morning or afternoon) no guarantees. ▪ Deadline – January 13. ▪ Be sure you have a forklift and driver available and possibly a pallet jack. ▪ Organize your troops to be on hand at delivery time to help breakdown pallets of cookies and sort by variety. ▪ Inform all troops of location and assigned pick-up time. Schedule troops at approximately 15-minute intervals so you aren't swamped.
Delivery Day	<ul style="list-style-type: none"> ▪ Stack cases by variety. Please follow directions of driver to unload. ▪ Inspect cases as they are unloaded for visible damage. DO NOT ACCEPT HEAVILY DAMAGED CASES. There will be extras on the truck for you to trade out damaged cases. ▪ Count cases by variety to BE SURE you have the correct quantities BEFORE YOU SIGN THE DRIVER'S DELIVERY TICKET. ▪ It's a good idea to have one or two others count cases independently of your count. ▪ Sign the driver's delivery ticket for quantities actually received. If delivery is short, MAKE A NOTE OF ACTUAL QUANTITIES RECEIVED AND CASES SHORT on the driver's delivery ticket. Be sure the driver initials the shortage. ▪ In most cases, the delivery personnel are polite and cooperative. If problems develop, call your council office contact immediately at 615-460-0202.
Service Unit Cupboard Order (If ordered)	<ul style="list-style-type: none"> ▪ Separate out and move to the side.
Distributing Cookies to Troops	<ul style="list-style-type: none"> ▪ Allow plenty of time for the truck driver to unload all cookies and for both of you to agree on the number of cases delivered. An order of 3,000 cases can take two or three hours to unload. Do not schedule troops for pick-up until there has been plenty of time to unload. ▪ Be sure each troop has double-counted and signed for their cookies before they start loading them into cars. ▪ Have the Troop Cookie Coordinator (or person picking up troop cookies) sign for the delivery on an M3 receipt or "pre-printed form" from the REPORTS tab. ▪ At the end of troop pick-up, if you have extras or are short cases, check with your troops to see if they received too many or not enough cookies. ▪ Make a note of the number of cases short or over and report findings to council office immediately by email to ttudder@gsmidtn.org.

Cookie Delivery Day

Service Units in Davidson, Rutherford, Williamson and Wilson Counties:

11, 22, 23, 524, 34, 41, 45, 46, 50, 51, 52, 54, 61, 62, 63, 151, 152, 153, 154, 157, 172, 173, 174, 175, 176, 177, 178, 200, 201, 202, 203 service unit cookie coordinators for these service units need to inform their troops that they will be participating in our Count & Go cookie pick-up process.

Each service unit participating in Count & Go is responsible for providing two volunteers to work the on Saturday February 3 during the Count & Go pick-up. No children under the age of 14. Senior and Ambassador Girl Scouts are welcome to participate.

When the DELIVERY tab on eBudde is “opened”, these troops will sign up for a time slot on Friday, February 2 or Saturday, February 3. Each troop is responsible for bringing the number of vehicles necessary to pick up ALL their cookies at one time, along with drivers and one counter. It is the troop COUNTER's responsibility to assure his/her troop has the correct case count and variety in their vehicles **before** they leave the property. **Detailed directions and instructions will be provided at a later date.**

At the time of this printing we have not finalized the location for COUNT & GO. It will be either Nissan Stadium parking lot OR another designated staging area parking lot to be announced at a later date.

All other service unit coordinators will need to secure a delivery site that can accommodate their cookie delivery and troop pick-ups on Saturday, February 3. It is strongly suggested that your delivery site be secured for all day. Deliveries will occur between 8 a.m. and 2 p.m. - allow for unloading, counting and disbursing to troops.

As the logistics are determined by the trucking company, delivery times will NOT be known until the week of delivery.



Cookies by the carload Car Type	# of Cases
Compact	23
Hatchback	30
Mid-size sedan	35
SUV	60
Station Wagon	75
Mini van (seats in)	75
Pick up truck-full bed	100
Cargo Van (seats in)	200



Cookies by the carload

Use this guide to approximate how many cases of cookies will fit in your vehicle. The amounts assume the car will be empty except for the driver and uses all space except the driver's seat.

Safety Note: Avoid carrying cookie cases and children in the passenger area of a vehicle at the same time.

Cookie Cupboards

- ❖ **All Cupboards open February 9**
- ❖ **Regional cupboards will begin closing February 23**
- ❖ **M&W Warehouse and Council Cupboard will remain open until March 2**
- ❖ **Varieties may be limited the final week of the program**
- ❖ **Cookies are guaranteed on Initial Order ONLY**
- ❖ **It is highly recommended that troops order enough cookies for two booth sales on their initial order**

Keep in mind, Booth Sales begin February 4, so make sure Troops Initial Order includes cookies needed for the first weekend of Booth Sales. Regional Cupboards require appointments; M&W Warehouse and Council Cupboards do not require appointments, however a pending order **MUST** be placed in ebudde system 24 hours in advance of requested pickup time.

Things you need to know about cookie cupboards

- Volunteers and Staff run the Regional Cookie Cupboards. They do their best to arrange a convenient Cupboard schedule around work and life schedules. Please be respectful of their time.
- Cupboards have a limited supply of cookies. A Cupboard may be unable to fill a large order without advance notice. **The first week Cupboards are open, troop orders will be limited to 25 cases based on availability. Exception M&W warehouse. Service units go to M&W to replenish their service unit cupboards.**
- At a Cupboard troops will count, verify and load their cookies if assistance is needed.
- Keep the troop copy of the Cupboard transaction for the records. The transaction will be posted in eBudde and the additional cookies will be charged to the troop. Keep a copy of the transaction record in the event of any discrepancies.
- **Cupboards cannot fill initial orders that troops failed to put in eBudde. If a troop needs to fill an initial troop/girl order they must come to M&W warehouse.**
- Cupboard Manager is the Cookie (Cupboard) Boss. Each Cupboard Manager has the authority to limit the number of cases a troop can pick up and the manner in which cookies are distributed at their Cupboard based on supply and demand.

Troops **MUST** place pending orders for additional cookies directly with the Cupboard of their choice. Using this system helps Council anticipate inventory needs by location so that we can keep Cupboards stocked.

1. From the troop level, click on the TRANSACTIONS tab in eBudde. Click “Add a Transaction”
2. Select a Cupboard from the drop-down menu on the far right. Cupboards are listed by city. Click “Map It” to get the up-to-date address, hours of operation, and specific contact information.
3. Enter the number of packages and varieties of cookies you would like to request.
4. Enter the date and time you wish to pick up the cookies.
5. Schedule your pickup at M&W warehouse and/or Council within the Cupboard’s open hours. Regional cupboard pick ups are by appointment only.
6. Enter the contact information for the troop representative picking up your cookies (name, phone number, email address)
7. Click “OK and Save” to save and print your receipt once you have completed your request, then click “Print”. Bring your receipt with you to the Cupboard for verification.

Pending orders **MUST** be submitted to Cupboards at M&W warehouse and Council at least 24 hours in advance of the time you hope to pick up the order. This year we will have the opportunity to date stamp each pending order as to the exact time it was entered into the system. No orders can be filled the same day it is entered into the system. Orders cannot be increased at pick-up. Orders not picked up within 36 hours of placement cannot be guaranteed.

Regional Cupboards are by appointment only. We suggest that you contact the cupboard manager several days in advance of when you need cookies.

M&W and Council Cupboards will only hold cookies until 3:00 p.m. on Friday each week. Orders not picked up for that week may be deleted from eBudde and cookies returned to inventory.

Scouting Booth Locations

People everywhere love Girl Scout Cookies! Be creative when searching for locations within your Service Unit's boundaries. Make sure the site is safe, clean and friendly. Not all businesses are well suited for Girl Scout Cookie Booths. Troops may have special connections to local businesses so be sure to ask Troop Leaders and parents for suggestions. Think of places that have high traffic volume at peak times.

Some great ideas for booth sale locations are:

Banks	Pharmacies	Beauty Salons	Pizza Carry-Out
Quick Oil Change Stores	Sporting Events	School Events	Churches
Hardware Stores	Office Buildings	Colleges/ Universities	Gas Stations
Fast Food Restaurants	Community Centers	Bowling Alleys	Car Washes

Working with Local Businesses

You are a marketer and can explain the value and importance of the Cookie Program for girls. It is more than making money. Always mention the 5 Skills girls learn through the Cookie program! (Goal Setting, Decision Making, Money Management, People Skills, Business Ethics) You are serving as an advocate for ALL girls and troops within your area for the Girl Scouts of Middle Tennessee Council!

As you begin the process of scouting out potential booth sale sites, talk to the store managers. Ask them the process for requesting permission to sell at the establishment. Use the method of communication they prefer, whether it is in writing, email or phone. Craft a letter appealing to the business's civic responsibility to local youth. If you would like help with a letter, the Product Programs department would be happy to help. We can provide a personalized letter on GSMT letterhead.

When you approach a business, have a proposed schedule available. Selling 4:00-6:00 p.m. on weekdays outside large businesses can be fruitful. Be respectful of businesses that have a no solicitation policy.

It is impossible to provide a comprehensive list of businesses and their rules of solicitation for the entire Council. In some cases corporate policy may prohibit solicitation, but because of franchise agreements, the business owner has flexibility. The best tactic is to simply and respectfully ask for booth opportunities.

Ideally, the SUCBCs in counties where there are multiple service units should work together to maximize booth opportunities and equalize the effort!

Many SUs have little or no commercial development while others are retail heavy. Be a team! Work together!



NOTES:

