



Little Brownie
BAKERS®

2023–2024 Girl Scout Cookie Program®

Troop Cookie Coordinator Manual



2023-2024 Calendar

Checklist of Important Dates



Initial Order Taking Begins

Round 1 of Cookie Booth Selection Opens at 5 a.m. CST (3 per troop)

Round 2 of Cookie Booth Selection Opens at 5 a.m. CST (3 per troop)

Round 3 of Cookie Booth Selection Opens at 5 a.m. CST (3 per troop)

Cookie Booth Selection Opens (No Restrictions)

Initial Order Taking Ends

Initial Order Entry: Troop Leaders Locked Out at 10:00 a.m. CST

Cookie Count & Go (Rutherford County)

Cookie Count & Go (Davidson, Williamson, and Wilson Counties)

Cookie Count & Go (Outlying Counties) and Deliveries (All Counties)

Booth Sales Begin

Cookie Cupboards Open

Council Notifies Troop of Amount Due

ACH Pull for \$1.50 per Package on Initial Order

Girl Scout Walk-About-Weekend

Small Business Day

Cookie Cupboard Closes at Armstrong

Cookie Cupboards Close in Outlying Areas

Cookie Cupboard Closes at Council at 6:00 p.m. CST

Cookie Sale Ends

Troops Allot Cookies, Prizes, and Money

Submit Final Rewards by 10:59 p.m. CST

Council Notifies Troop of Final Amount Due

Final ACH Due to Council for Remaining Balance

Highest Awards Ceremony Honoring Stellar Sellers

All Unclaimed Prizes Due Back to Council

December 18, 2023

January 8, 2024

January 10, 2024

January 12, 2024

January 14, 2024

January 17, 2024

January 17, 2024

January 27, 2024

February 2-3, 2024

February 3, 2024

February 4, 2024

February 6, 2024

February 6, 2024

February 16, 2024

February 16-18, 2024

February 17, 2024

February 26, 2024

February 26, 2024

March 1, 2024

March 4, 2024

March 5, 2024

March 5, 2024

March 5, 2024

March 15, 2024

To Be Announced

To Be Announced

Magic is in the air!

Whether they're a social butterfly, creative thinker, or strategic innovator, every Girl Scout entrepreneur has their own kind of magic. And Girl Scout Cookie Season is the perfect time to harness that magic and achieve their goals!

With your help, there's no limit to what Girl Scouts can achieve. We hope you're excited to get started!



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Volunteers = MVPs



Thank you for volunteering to serve as a Troop Cookie Coordinator! You're an invaluable part of the cookie program, and we're here to support you with resources, tools, tips, and more.

Find everything you need for a magical season in this guide, developed in collaboration with Girl Scouts of the USA.

Cookie Team Contacts

SU Cookie Coordinator: _____

SU Cookie Coordinator Email: _____

Phone Number: _____ Best Time to Call: _____

SU Booth Coordinator: _____

SU Booth Coordinator Email: _____

Phone Number: _____ Best Time to Call: _____

Council Contacts

Tracy Tudder
Product Programs Manager
TTudder@gsmidtn.org
(615) 460-0202

Kathleen Roder
Product Programs Assistant
KRoder@gsmidtn.org
(615) 460-0209

Scan to complete the
Troop Cookie
Coordinator
Appointment Form.





2023–2024 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

The World's Most Flavorful Lineup



Adventurefuls® • Real Cocoa

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt

Approximately 15 cookies per 6.3 oz. pkg.

UD



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.

UD



Trefoils®

Iconic shortbread cookies inspired by the original Girl Scout recipe

Approximately 38 cookies per 9 oz. pkg.

UD



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

Oatmeal sandwich cookies with peanut butter filling

Approximately 20 cookies per 8 oz. pkg.

UD



Samoas® • Real Cocoa • Real Coconut

Crisp cookies with caramel, coconut and dark chocolaty stripes

Approximately 15 cookies per 7.5 oz. pkg.

UD



Tagalongs® • Real Cocoa • Real Peanut Butter

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

Approximately 15 cookies per 6.5 oz. pkg.

UD



Thin Mints® • Made with Vegan Ingredients • Real Cocoa

Crisp, chocolaty cookies made with natural oil of peppermint

Approximately 30 cookies per 9 oz. pkg.

UD



Girl Scout S'mores® • Made with Natural Flavors • Real Cocoa

Graham sandwich cookies with chocolaty and marshmallowy flavored filling

Approximately 16 cookies per 8.5 oz. pkg.

UD



Toffee-tastic® • No Artificial Flavors GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits

Approximately 14 cookies per 6.7 oz. pkg.

UD



New Resources



Girl Scouts® Cookie Rookies video

This educational video introduces first-time entrepreneurs to the magic of running their very own cookie business!

Girl Scouts® Cookie Captains video

Experienced Girl Scout entrepreneurs have so much knowledge to share. This video will help them add to their list of amazing strategies, plus encourage them to lift up other Girl Scouts!

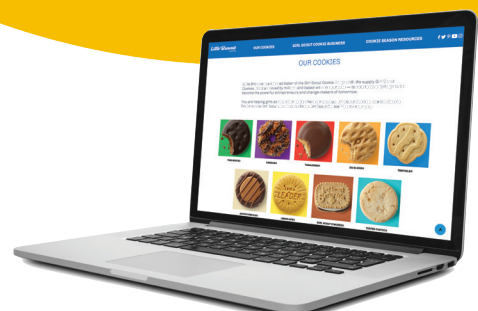


Go to Videos



You don't have to do everything yourself!

Find activity ideas, certificates, graphics, and much more at **LittleBrownie.com!**



The 5 Skills



Skills they build

The Girl Scout Cookie Program® helps Girl Scouts develop real-world skills in five essential areas:

1

Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

How you can help:

Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins, like weekly challenges.

2

Decision Making

Girl Scouts learn to make decisions on their own and as a team.

How you can help:

Talk about how they plan to spend the troop's cookie earnings.

3

Money Management

Girl Scouts learn to create a budget and handle money.

How you can help:

Build on their interest in managing all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

4

People Skills

Girl Scouts find their voices and build confidence through customer interactions.

How you can help:

Ask them about new marketing ideas they want to try. Practice their sales pitch together.

5

Business Ethics

Girl Scouts learn to act ethically, both in business and life.

How you can help:

Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option for customers, like HUGS.



Recognize Girl Scouts' hard work with a certificate or patch at any point in the season, from the earliest planning meetings through the booth phase. You can purchase patches at the GSMIDTN Cabin!
(page 29)

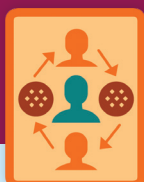
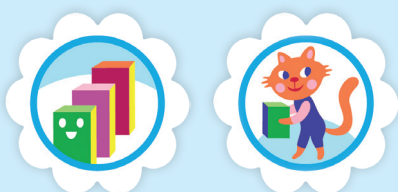
Inspire Your Entrepreneur



Cookie business badges

Entrepreneurs can earn these official Girl Scout® recognitions by completing requirements that help them develop new business skills.

Learn more at girlscouts.org!

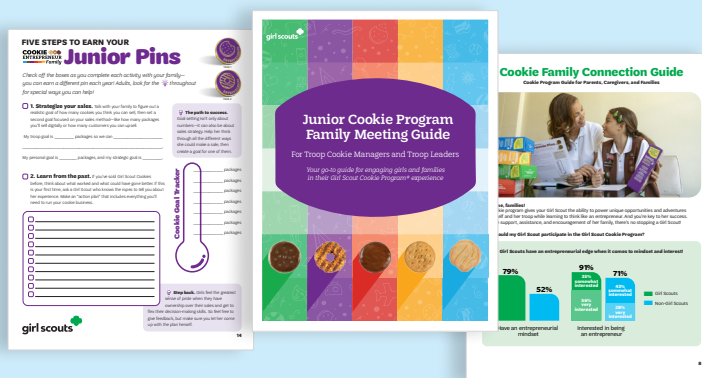


Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources, at girlscouts.org:

- Cookie Program Family Meeting Guides
- Cookie Entrepreneur Family Pins



Safety First



Safety Source: Girl Scouts of the USA

Show you're a Girl Scout

Wear a Girl Scout membership pin, uniform, or piece of clothing (e.g., a Girl Scout T-Shirt) to clearly identify yourself as a Girl Scout.

Use the buddy system.

Always use the buddy system. It's not just safe, it's more fun.

Be streetwise.

Become familiar with the areas and neighborhoods where you will be selling Girl Scout products. Contact your local police department if you're unsure about an area or neighborhood.

Partner with adults.

If you are a Girl Scout Daisy, Brownie, or Junior, you must be accompanied by an adult when taking orders or selling/delivering product. If you are a Girl Scout Cadette, Senior, or Ambassador, you must buddy-up when selling door-to-door. Adults must be present at all time during cookie booth sales.

Plan ahead.

Be prepared for emergencies. Always have a plan for safeguarding money.

Do not enter.

Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles (except at designated drive-thru cookie booths) or going into alleys.

Sell in the daytime.

Sell only during daylight hours, unless accompanied by an adult.

Protect privacy.

Never give your full name, home address, or email address to customers. Protect customer privacy by not sharing their information, except as necessary.

Be safe on the road.

Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.

Be web-wise.

In order to participate in any online activities, you must have your parent/guardian's permission, and you must read and agree to the GSUSA Internet Safety Pledge activities. (gsmidtn.org/cookies)

Parent Training Topics

- Go over cookie varieties and pricing. **(order card)**
- Give the deadlines needed for the troop's initial order, cookie delivery, and money payment. **(page 2)**
- Give contact information for troop coordinator. **(Family Flyer)**
- Go over How Girls Sell Cookies. **(page 10)**
- Go over Social Media Guidelines. **(page 11)**
- Advise if they are taking money upfront during individual sales to leave a business card with information for the customer. **GSMIDTN does not recommend taking money upfront.* **(page 20)**
- Go over reward choices and due dates. **(order card)**
- Go over Opt-Out Information. Make sure the troop understands that if they choose to opt-out, they will **not** get the rewards listed on the order card. They will receive an additional \$0.04 per package. Parent's e-signature on the online permission form is REQUIRED.

Scan to complete the
Parent Permission Form.



Running Your Cookie Business



2024



Be sure to share your photos!

We are always inspired by your Cookie Booths, and we love to post your pictures on our social media and website!

Email your photos to
CommunicationsDept@gsmdtn.org

Ideas for In-Person Participation

Door-to-Door

Girl Scouts can sell in their neighborhoods. Use door hangers and business cards for customers who aren't home.

Cookie Stands

Would your Girl Scouts feel more comfortable on their own turf? Cookie stands are like lemonade stands, set up in front of a residence on private property.

Cookie Booths

The most popular option, troops work together to sell cookies outside a pre-approved location (like a grocery store, mall, etc.), where they can practice their business skills with new customers.

Cookie booths must be coordinated by troop cookie managers, must happen at council-approved locations, and must be legally open to, accessible, and safe for all girls and potential customers.



We have lots of printable resources, like door hangers, goal charts, inventory sheets and more at gsmdtn.org/cookies

Ways to Participate Digitally



Texting or Phoning Friends & Family

This is a great way to help girls feel comfortable connecting with cookie customers. Experienced entrepreneurs with busy schedules can also benefit from this option.

Social Channels

Social media offers teen girls the opportunity to reach their goals while building digital marketing skills. Find ready-made cookie graphics, announcements, and other promotional tools at LittleBrownie.com.



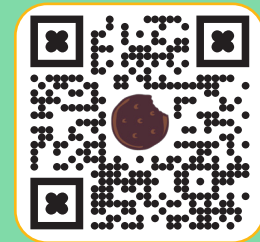
FOLLOW GSMIDTN

facebook.com/gsmidtn
instagram.com/gsmidtn
twitter.com/gsmidtn



Girl Scouts' Online Safety Resources

Girl Scouts and their supervising parent/guardian must read, agree to, and abide by the **Girl Scout Internet Safety Pledge**, the **Digital Cookie Pledge**, and the **Supplemental Safety Tips for Online Marketing** before engaging in online sales efforts. You'll find these documents in GSUSA's Safety Activity Checkpoints.



Cookie Booth Etiquette & Guidelines



At my cookie booth, I will...

- Identify myself as a Girl Scout by wearing my uniform, vest or sash, and/or my pins
- Arrive and leave on time; set up where directed
- Be polite and friendly at all times
- Say THANK YOU to everyone I approach
- Keep table and area neat
- Remove empty packages, posters, or similar items; recycle if possible
- Remember that my behavior reflects on ALL Girl Scouts



At my cookie booth, I will NOT...

- Sell Girl Scout Cookies at booth sales before February 4, 2024
- Block the store entrances or exits
- Get in the way of customers
- Talk loudly, run around, or play
- Chew gum, eat, or drink
- Ask a customer multiple times to buy cookies
- Go into the store while working the cookie booth, unless to use the bathroom or invited in by the store manager during inclement weather

Please Remember

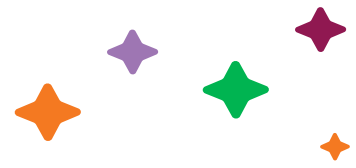
- Booth sales give girls the opportunity to learn new skills, to promote Girl Scouting, to live the Girl Scout Promise and Law, and to sell additional cookies. With this opportunity comes the responsibility to follow safety, public relations, and business guidelines.
- Please keep in mind selling Girl Scout Cookies at booth sales is a privilege granted to us by local businesses and merchants. If this privilege is abused, even unintentionally, all Girl Scouts could lose the opportunity for additional booth sales at these locations.
- Please be considerate of the business customers and property. If complaints arise, you may be asked to leave the booth sale site.
- Tagalongs, friends, or siblings not registered with the participating troop are NOT allowed.
- Cookie Booth sales are non-smoking!
- Any girl and adult participating at a Cookie Booth Sale must follow procedures per Safety Activity Checkpoints. Each girl MUST have a signed parent/guardian permission slip for booth sales.

Additional Booth Locations:

If a troop wants to host a booth location that is not listed on EBudde or is outside of your service unit area, email a request with the following information to ProductPrograms@gsmdtn.org:

- Date & Times
- Location
- Troop Leader Name & Phone





At your cookie booth, keep in mind...

- Troops are responsible for property damage caused by tents/canopies or other items at the booth site. If you are permitted to use a canopy at the booth location, it must be secured with sandbags at each pole. The adult in charge takes full responsibility for any damages. GSMIDTN is NOT responsible for any damage that occurs on-site.
- Troops CANNOT have a Donation/Tip Jar at their booth location. You can have a donation box for cookies that are bought for HUGS/TGOC.
- We encourage councils and volunteers to use their best judgment in setting up cookie booths in locations that will be open, accessible, and safe for all girls and potential customers.
- Certain locations may be inappropriate for young girls, negatively impact the experience for girls, and may negatively impact the Girl Scout brand in your community. For additional clarity, girls should not sell inside or in front of establishments they themselves cannot legally patronize.
- Additionally, with regard to marijuana dispensaries, GSUSA has been combating the unauthorized uses of the Girl Scout trademark by the cannabis community, which has been marketing—without authorization—certain cannabis products under our youth-appealing brand. Please join GSUSA's efforts by discouraging cookie booths at such locations.
- Once you've obtained council approval, check out the booth site before the day of the sale. Talk to business owners in the area so they'll know what to expect. Find out what security measures are in place and where the nearest bathrooms are located. Review the *Safety Activity Checkpoints* (gsmidtn.org/cookies) to make sure you and the girls are as prepared as possible.

On the day of the sale, these tips will help make booth sales enjoyable for everyone:

- Ensure that you have adequate space at the booth (table, products, and girls) to allow safe passage by pedestrians, bikes, and cars.
- Plan to have at least two volunteers and two girls at the booth at all times. From time to time, volunteers might want to take breaks or will have to accompany young girls to the bathroom, so make sure to have a few extra volunteers on hand. *Note: IRGs may have two adults and one girl at a booth. Homeschool girls may attend a booth sale during school hours with two adults and one girl.*
- Girls make all sales, except in cases where volunteers are helping Daisies handle money.
- Respect the surrounding businesses by making sure your booth isn't blocking a store entrance or exit.
- Attract customers with signs. Remind girls to be polite and to have their sales pitch ready for interested shoppers.
- Report any suspicious people in the area to local security.

Contact the Product Programs Department if you have any questions or concerns.

Rewards



These are just a few rewards your Girl Scouts can earn this season! See the full reward order card for the entire list and requirements.



And don't forget: we have several council-exclusive rewards, like a discount on GSMIDTN Summer Camp, an Apple watch, and more!



Troop Proceeds



Troops will earn \$0.55 per package sold.

Troops may earn up to three levels of additional proceeds:

TIER 1

\$0.05 per package additional proceeds will be given if the troop's PGA is **205+ packages**.

TIER 2

\$0.03 per package in council credit will be given if the troop's PGA is **240+ packages**.

TIER 3

\$0.05 per package additional proceeds will be given if the troop's PGA is **260+ packages**.

Additional proceeds or council credit WILL NOT be awarded to any troop with an NSF during the cookie program or outstanding money owed to Girl Scouts of Middle Tennessee.

What is PGA?

The Per Girl Average (PGA) is the breakdown of cookies sold per girl. The PGA is based on the number of girls selling, NOT the number of girls registered. For statistical purposes we do not delete inactive troops and/or girls who have left the troop. However, we will transfer girls from troop to troop.



ACH dates are located on the Troop Agreement Form at gsmidtn.org/cookies.

February 16, 2024

ACH pull from troop account for \$1.50 per package

March 15, 2024

ACH pull from troop account for remaining balance due to Council.



Council Promotions



HUGS for Our Soldiers

During last year's Cookie Program, Girl Scouts of Middle Tennessee donated more than **50,000 packages** of cookies to the soldiers at Ft. Campbell.



Walk About Weekend • February 16-18, 2024

Girl Scout Walk About Weekend is an opportunity to sell cookies on-the-move! This traveling approach can be a great alternative or complement to your booth sales. Some ideas include a cookie caravan at a local event or going door-to-door with a wagon. *You may participate on any weekend that works for your girls.*

Win a Variety Pack of Girl Scout Cookies!

For each purchase of four packages of Girl Scout Cookies at a booth sale (any variety), that customer's name will be entered into a drawing to receive a Variety Pack of Girl Scout Cookies (contains 1 package of each of the 8 varieties of Girl Scout Cookies - \$33.50 value). The **Variety Pack Form** for booth sales is located at gsmidtn.org/cookies.

Eligibility is for sales placed between February 4 and March 4. Variety packs will be mailed to the winner's address in April 2024. There will be 16 names drawn, two from each of our regions.

Troops must mail completed forms no later than March 15, 2024 to:

Girl Scouts of Middle Tennessee
Product Programs Department
4522 Granny White Pike, Nashville, TN 37204



Council Resources



Cookie Count & Go • February 2-3, 2024

Troops in Davidson, Williamson, and Wilson Counties

Cookie pick-up will be at the Opryland Pavillion.

Multiple drive-thru lines will be available for troops. Specific directions will be sent out through eBudde in late January.

Cookie Pick-Up • January 24, 2024

Troops in Rutherford County

Your service unit cookie coordinator will notify you of the place, time, and instructions.

Outlying Cookie Pick-Up • February 3, 2024

Troops in ALL Other Counties/Service Units

Your service unit cookie coordinator will notify you of the place, time, and instructions.

Average Sales Per Cookie Variety

Thin Mints	26%
Samoas	19%
Tagalongs	14%
Adventurefuls	9%
Trefoils	8%
Do-si-dos	8%
Lemon-Ups	7%
Girl Scout S'mores	6%
Toffee-Tastic	3%



Girl Scout Cookie Pick-Ups

Picking up your cookie order is exciting! There are a few steps you can take to make sure everything goes smoothly. First, be aware that **troops are responsible for counting and verifying the total number of cases received**. Our team will walk you through the rest on-site.

Tips:

- Know exactly how many cases you ordered of each cookie variety.
- Arrive at your scheduled time.
- Make sure you have enough vehicles to load your order (see chart below).
- Line up your vehicles at the same time.

Cookies

CAN NOT be sold at a booth or business

before February 4!

Car Type	Cases
Compact car	23
Hatchback car	30
Mid-size sedan	35
Sport Utility Vehicle	60
Station Wagon	75
Minivan (seats in)	75
Pickup truck (full bed)	100
Cargo van (seats in)	200

Council Resources



Ordering Cookies

Troops must submit their **Initial Cookie Order** at ebudde.littlebrownie.com by 10:00 a.m. CST on January 17, 2024. Only cookies placed on initial order are guaranteed to troops.

Cookies can only be ordered in FULL CASES.

For troops having one or more booth sales the first week of sales, we recommend ordering, at minimum, the following additional cookies:

- » Six cases of Thin Mints, Samoas, and Tagalongs
- » Two cases of Trefoils, Do-si-dos, Lemon-Ups, and Adventurefuls.

These can also be used to fulfill extra orders that girls take after turning in their order cards.

Cookies received on the Initial TROOP Cookie Order cannot be transferred.

Cookies placed on the Initial GIRL Cookie Order cannot be transferred or moved to other girls.

Placing a Pending Order

Troops must use eBudde to place pending orders for additional cases of cookies with the Cookie Cupboard of their choice. **No walk-ins are permitted.**

- **On eBudde:** from the troop level, click the “**Transactions**” tab. Click “**+Add.**”
- Select a Cupboard from the drop-down menu. Cupboards are listed by city. Click “**Map It**” to get the up-to-date address, hours of operation, and specific contact information.
- Enter the number of cases and varieties of cookies you would like.
- Schedule your pick-up date and time.
- Enter the contact information for the troop representative picking up your cookies.
- Click “**OK**” to process your order. Click “**Save**” to complete your order.
- Pending orders must be placed at least 24 hours before picking up from a cupboard.
- **More details about Cookie Cupboards on pages 24-25.**

Booth Sales

- **Council Sponsored Booth Sites** (Walmart, Kroger, and most malls): These locations are set up by GSMIDTN. These are typically two hours per time slot; the merchant will determine your set-up location. These booths are available for sign-up through the booth scheduling system in eBudde. Check calendar for dates to sign up.
- **Service Unit Booth Sites** (Dollar General, gas stations, etc.): These locations are solicited by the booth sale coordinator for your service unit. Counties with multiple service units are encouraged to share the booth sale locations with other troops in your area. Troops with a personal relationship with a small business may not set up a booth site without the permission of the service unit cookie coordinator or the Product Programs office. Troops participating on Small Business Day should send their booth location to ProductPrograms@gsmidtn.org to be registered in eBudde.

DO NOT solicit locations that are listed on the eBudde booth scheduler or that are being contacted by your service unit.

For instructions on how to get approval for a site not listed on eBudde, refer to the **eBudde Help Center > From the Council > Troop Additional Booth Site Request**.



Returns/Leftovers

- **Returns:** There is a NO return policy on all cookies.
- **Leftovers:** Use for Gift of Caring donation.
- **Damaged:** If the package is damaged (crushed package, sealed but empty package, unsealed package) or a customer is dissatisfied, the package can be exchanged at the Product Programs office for a non-damaged package of the same variety.

Girl/Adult Requirements

- A minimum of two adults and two girls are required at all booth sale sites.*
- A maximum of four girls plus two adults is allowed at any one time.
- Girls need to be present at all cookie booth sales! No exceptions!

*Individual Registered Girls may do a booth sale with only one girl and two adults present. Homeschooled girls may sell during the day with one girl and two adults present.

Find Family and Troop
Cookie Guides online at
gsmidtn.org/cookies



Council Resources



Money Handling

- **Accepting Credit Cards at Booth Sales:** Troops may take credit card payments at booth sales. It is the troop's responsibility to make arrangements for credit card processing, OR troops may use the council-provided service **CloverGo**.
 - » Troops must fill out the link at gsmidtn.org/clovergo-signup by December 9, 2023. For further questions, contact TTudder@gsmidtn.org.
- **Taking Money Upfront:** We do not recommend taking money from customers upfront during individual sales. However, if you do, leave a business card with information for the customer.
- **Check Acceptance Policy:** For your troop's safety, we recommend that you do not accept checks from customers. However, if you do, we suggest that you require parents to deposit those customer checks into their personal accounts and write their own personal check to the troop or give you a money order, cashier's check, or cash.
- **Paying Council for Troop Cookies:** All Product Program money (cookie payments) will be collected from troops via Automatic Clearing House (ACH) debit. Troop bank account information will be used by GSMIDTN to electronically debit troop cookie money due to council on **February 16 and March 15, 2024**.
 - » Troop bank account must be a Girl Scout troop account.
 - » Troops must notify the Product Programs Department of any changes to their bank information during or after the sale.
 - » Troops will deposit all cookie funds into their troop bank account promptly and frequently.
 - » The troop will be emailed one week in advance with the amount that will be debited from the troop checking account for cookie payment.
 - » For initial order, troop money must be available in the troop bank account (checks cleared) by February 9, 2024. GSMIDTN will debit troop bank account \$1.50 per package on February 16, 2024.
 - » Troops not having sufficient funds in account on February 16 and/or March 15, 2024 forfeit any additional troop proceeds the troop may have earned.
 - » Troop authorizes GSMIDTN to repeat any debit that fails for any reason.
 - » Bank NSF charges (\$35) will be added to the troop debt for each ACH rejection.

Girl Scouts of Middle Tennessee takes misuse of troop/group funds seriously. If personal use of troop/group money occurs, GSMIDTN will begin collection procedures, taking legal action as necessary. Volunteers who misuse funds for which they are responsible will be released from all GSMIDTN positions.

Request for Collection Assistance

If you have a parent that is delinquent in paying, you are required to complete the **Request for Collection Assistance form** at gsmidtn.org/cookies.

- » You must attach **all documentation** to the completed form. Be sure to include any signed receipts showing proof of product pick-up. Also include any correspondence or documentation of your collection attempts.

Important: Even if the delinquent parent promises they will give you the money the day after it is due, turn in a Request for Collection Assistance. It's better to be safe than sorry.

Troops/guardians that are delinquent in paying their cookie sale balance will be dealt with by the Girl Scouts of Middle Tennessee Product Programs Department. ONE collection letter will be sent to the delinquent troop coordinator or guardian **before we take legal action**. Anyone who remains delinquent will be unable to hold a troop or service unit leadership position as a member of Girl Scouts of Middle Tennessee.

Remember: you must have the Request for Collection Assistance form, the SIGNED parent permission slip, and all receipts included with your report. Without the proper documentation we cannot assist you in collection procedures.

What to do if you had a delinquent parent in the past:

If you had a parent/guardian that was turned in as a past-due parent for a prior product sale, follow these guidelines to ensure the Girl Scout has a successful cookie sale program experience:

- » Participation in the sale can only be through cookie booth sales. No door-to-door or direct solicitation or orders is permitted.
- » Parents/guardians are still required to sign a permission slip before girls can participate.
- » Parents/guardians are to comply with all deadlines set forth by the troop leader and troop cookie coordinator regarding finances and paperwork.

Accidents and Injury Reporting

If there is an accident/injury that occurs at a booth site, contact Sue Tims, who will email involved parties a form to fill out.

- » **Sue Tims, GSMIDTN Director of Retail & Building Operations**
STims@gsmidtn.org
(615) 460-0201

Council Resources



Troop Gift of Caring (TGOC)

*TGOC is a **physical** package of cookies that your troop will deliver to an organization they choose. You must have the inventory in your possession. You will place the credit for the girl under the TGOC column on eBudde. (Collect the money and set a package of cookies aside.)*

Girls first choose a non-profit for their cookie donation. They should be able to clearly identify why their troop has chosen that organization. Troops will deliver inventory to the non-profit.

Once the girls have decided on the organization for their TGOC, follow these steps in eBudde:

- From the dashboard, go to the “GOC Org” tab.
- Fill out all the fields with the organization's contact name and information.
- Fill out how many packages were donated to the organization. (This can be updated anytime during the sale.)

Participation in the Gift of Caring program is easy, and keeping track of which girls in your troop participate is easy too! There is a TGOC column in eBudde that allows the troop cookie coordinator (TCC) to indicate the number of TGOC packages donated by each girl.

The TCC will not need to enter which variety of cookie, simply the number of packages in the TGOC column on the girl order tab. Troops should use their remaining inventory to fill these TGOC orders.

- **Note:** If you do not have enough extra cookies to fulfill your TGOC order, your troop will need to place an additional Cookie Cupboard order.

These restrictions are for all Gift of Caring cookies, regarding the use of the donated cookies:

- Recipients of donated cookies are not allowed to sell, trade, barter, or otherwise transfer the donated cookies for money, property, or services. Donated cookies cannot be used for fundraisers, raffles, or auctions. They cannot be sold in any manner, including to retail stores, websites, flea markets, etc.
- Recipient may not ship or distribute the product internationally (exception: HUGS).
- Consider relationships with non-profits that will not be doling out entire cookie packages, but rather using single servings of the product to create meals, such as Meal on Wheels.
- Consider working with smaller non-profits that have a local impact, to avoid reselling of product in other jurisdictions.
- Consider distributing your donated cookies widely to multiple recipients.

*Go to gsmidtn.org/cookies
for a donation tag for
customers!*



HUGS for our Soldiers (HUGS)

*HUGS is a **virtual** package of cookies that GSMIDTN will deliver to Fort Campbell, KY. Place the credit for the girl under the HUGS column. (Collect the money and deposit amount.)*

The HUGS program encourages the girls to support local military personnel. With the help of Armstrong Relocation, Girl Scouts of Middle Tennessee Council will deliver the packages to the men and women serving in the military at Fort Campbell, Kentucky.

Follow these easy steps:

- Simply collect and deposit \$4.00 into your troop account for each package sold.
- The troop cookie coordinator will not need to enter which variety of cookie, simply the number of packages in the HUGS column on the Girl Order Tab in eBudde.
- **You do not need to bring any cookies to the GSMIDTN office for the HUGS program.** GSMIDTN will order the needed cookies and Armstrong will deliver them to Ft. Campbell.

Here are some examples of how to keep track of your HUGS sales at a cookie booth:

- When a customer wants to buy cookies for a soldier, create a tally system at your booth location.
- Have a sign with a goal for HUGS; as each package is sold, place a sticker in the picture to fill up the area.
- Use a dry erase board with a picture of an army boot and place magnetic yellow ribbons inside the picture.



HUGS cookies are virtual cookies sold at a booth, so no inventory is needed at the end of the booth sale. The troop only needs to collect the money and enter how many boxes were sold beside the girl's name in the HUGS column. Then you are **done!**

If troops wish to donate their leftover inventory of cookies to HUGS for Our Soldiers, they would mark those packages under the “TGOC” column in eBudde.

- Be sure to fill out the “GOC Org” information on the dashboard for leftover inventory. Then fill out the organization as: **HUGS for Our Soldiers, 4522 Granny White Pike, Nashville, TN 37204.** Contact should be listed as Tracy Tudder, ttudder@gsmidtn.org, (615) 460-0202.
- Enter how many packages you will be delivering to the Nashville Service Center before March 6, 2024.
- Do not mark an "X" on the boxes, as this implies the cookies are damaged.

Cookie Cupboards



How the Cookie Cupboard Operates

- All outlying Regional Cupboards open February 6, 2024.
- Armstrong, Camp Holloway, Council Cupboards open February 6, 2024.
- Regional Cupboards will begin closing February 26, 2024 (or earlier, based on inventory).
- Armstrong Cupboard will close on February 26, 2024 (based on demand).
- Council Cupboard will close on March 1, 2024 (based on demand).
- Varieties may be limited the final week (or earlier) of the program.
- **Cookies are ONLY guaranteed on Troop Initial Order.** It is highly recommended that troops order enough cookies for two booth sales on their initial order.

Things You Need to Know About Cookie Cupboards

- Volunteers and staff run the Regional Cookie Cupboards. They do their best to arrange a convenient timeframe around their work and life schedules. Please be respectful of their time.
- Service units go to Armstrong to replenish their service unit cupboards.
- At the cupboards, troops will count, verify, and load their cookies. **Make sure to count your order.** We cannot fix any missing cookies once you leave.
- Keep the troop copy of the cupboard transaction for your records. The transaction will be posted in eBudde, and the additional cookies will be charged to the troop.
- If a troop/girl failed to put their initial order in eBudde, orders can be placed as additional orders to pick up at cupboards. Remember: all orders from the cupboards can only be placed in full cases.
- Cupboard Manager is the Cookie 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.



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

Council and Armstrong Cupboards will only hold cookies until 3:00 p.m. on Friday each week.



Camp Holloway – Meredith Hines

7551 Holloway Road
Millersville, TN 37072
Email: MHines@gsmidtn.org
(615) 947-3220

Clarksville – Robin Weeks

iStorage, 2598 Pea Ridge Road
Clarksville, TN 37040
(931) 624-6314

Columbia – Amarie Hundley

Location: TBD
Email: hdtags@live.com
(931) 446-1542

Cookeville – Patricie Young

J & J Storage, 2211 Fisk Road
Cookeville, TN 38506
Email: pyoung1261@gmial.com
(931) 261-4319

Manchester – Terri Dube

Stones River Storage, 57 Grissom Road
Morrison, TN 37357
Email: henry.terri1970@gmail.com
(931) 314-2837

Murfreesboro – Jasmine Allen

Location: TBD
Email: gscouttroop3038@gmail.com
(615) 635-3756

Nashville – Product Programs Dept.

4522 Granny White Pike
Nashville, TN 37204

ORDERS FOR 35 cases or fewer ONLY.

Tuesday - Friday, 9:30 a.m. - 6:00 p.m.

Saturdays in February, 10:00 a.m. - 2:00 p.m.

Armstrong Warehouse

455 Industrial Blvd., Suite B
LaVergne, TN 37086

ORDERS FOR 36 cases or more ONLY.

Tuesday - Friday, 9:00 a.m. - 3:00 p.m. ONLY

Closed 11:00 - 12:00 p.m. for lunch.

****Do NOT call Armstrong warehouse.** Contact Council if necessary.

Cupboard locations, varieties, and availability are not guaranteed.



ebudde Basics



A must-have for Girl Scout Cookie™ volunteers

The eBudde cookie management system offers calendar reminders, reports, training, and much more— on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.



Quick tips to get you started

- Download the eBudde app and/or go to ebudde.littlebrownie.com OR cookieportal.littlebrownies.com
- Once you've been added to the system, you will receive an email with a link and login information.
- Explore the dashboard on both the desktop and app versions, where you'll find messages, links to tools, and resources you'll need throughout the season.
- Visit the eBudde Help Center for any questions related to tech and training.



Visual learner?

There's a video for that on the Little Brownie Bakers® YouTube channel! Check out this playlist for step-by-step eBudde training videos.



Online Resources



Girl Scouts of the USA



Find helpful information at girlscouts.org/cookieresources

- About Girl Scout Cookies®
- Troop Leader Resources
- Cookie Business Badges
- Cookie Entrepreneur Family Pin
- Safety Guidelines

Little Brownie Bakers



You'll find plenty of extras at LittleBrownie.com

- Digital Marketing Basics
- FAQs and Nutrition Information
- Social Media Tools and Graphics
- Own Your Magic Resources
- Resources for Girl Scouts to Grow Their Cookie Businesses
- Cookie History

Girl Scouts of Middle Tennessee



Find everything about our local sales at gsmidtn.org/cookies

- Cookie Manuals
- Costume Reservation Form
- Super Kit Rally Reservation Form
- CloverGo Information
- Cookie Flyer
- Goal Tracker Printouts
- Inventory Sheet
- Family Meeting Guides
- Safety Activity Checkpoints
- And more!



Cookie Rallies



Motivate your troop with a Cookie Rally!

A Cookie Rally is a pre-season event to prepare your Girl Scouts and their families for the upcoming sale. Think of it as a pep rally, a practice run, training session, and celebration, all in one! Rallies are often held at the service unit level, but you can do your own troop version!

Who Attends?

Rallies aren't just for the girls! Volunteers and parents are encouraged to attend so they can show support, ask questions, and understand what to expect during Cookie Season.

When Are Rallies Held?

We recommend hosting rallies between November and January.

What Happens?

Girls engage in activities to learn how to run their cookie business. Design decorations for your booth, role-play customer service, set goals...whatever sets your team up for a magical season!

SUPER KITS



GSMIDTN Super Kits make hosting a rally a piece of (cookie) cake!

Let us take planning off your hands. Our rally kits include materials, tips & tricks, station ideas, cookies, patches, and two additional activities for 20 girls.

- Kits are \$30
- Must be ordered in multiples of 20
- Order at least two weeks ahead of your rally.
- **Super kits tend to sell out; we recommend ordering early.**
- Available starting November 27

Request your kit at gsmidtn.org/super-kit!

Cookie Gear



The Cabin

4522 Granny White Pike, Nashville, TN 37204

Phone: (615) 460-0222

Email: NashvilleShop@gsmidtn.org

Hours:

Monday-Friday

8:30 a.m. - 4:15 p.m.

First & Third Saturday of Each Month

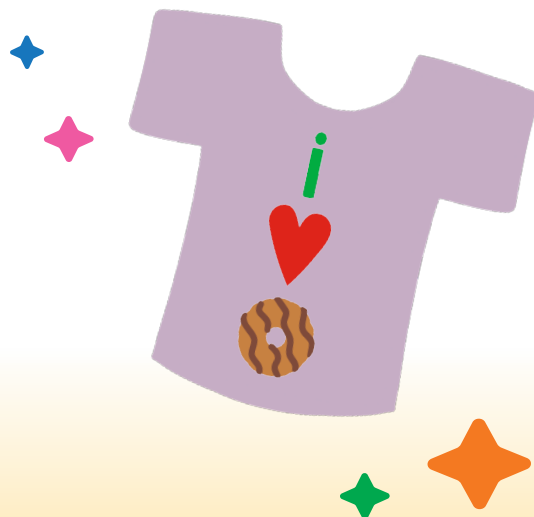
10 a.m. - 2 p.m.



Come to our Nashville shop for a plethora of Cookie Season supplies! Items change from year to year but typically includes tablecloths, banners, cookie carts, and more!

You'll definitely find a wide variety of fun patches, which you can reward your troop with throughout the season! Fun patches are \$1.50 each.

Don't hesitate— Cookie Season items always go quickly!



Here's a sample
sales pitch to
get started!



Taste the Adventure

It's Girl Scout Cookie Time!

My first name is _____. Please help me reach my goal of selling
_____ packages so my troop can _____.

You can order by visiting my cookie site at
_____.

or you can also order by phone or email by reaching out to my adult
helper _____ at _____.

Girl Scout Cookie™ proceeds stay local and every purchase means
business smarts, adventure, and success for girls in your community.

Find a full page of these thank you notes at
gsmidtn.org/cookies

Thank you

for your support!



Thank you

for your support!





2023–2024 Girl Scout Cookies® Ingredients and Food Allergen Guide

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 littlebrowniebakers.com or girlscoutcookies.org.

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



Ingredients		Adventurefuls®	Lemon-Ups®	Trefoils®	Do-si-dos®	Samoas®	Tagalongs®	Thin Mints®	Girl Scout S'mores®	Toffee-tastic®
	NO ARTIFICIAL FLAVORS		●							●
	MADE WITH NATURAL FLAVORS		●		●				●	
	REAL COCOA	●				●	●	●	●	
	MADE WITH VEGAN INGREDIENTS							●		
	GLUTEN-FREE									●
	KOSHER CERTIFIED	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ	Ⓢ Ⓣ Ⓛ Ⓢ

Food Allergens	PEANUT	M	M	M	C	M	C	M	M	M
	TREE NUT	M	M	M	M	C*	M	M	M	M
	WHEAT	C	C	C	C	C	C	C	C	M
	SOY	C	C	C	C	C	C	C	C	C
	MILK	C	C	C	C	C	C	M	C	C
	EGG	M	M	M	M	M	M	M	M	M
	SESAME								M	

C (Contains) M (Manufactured in a shared facility with) * (Made with coconut)


We hope to see
you at these
upcoming
programs!



January 27, 2024
Camp Sycamore Hills

April 13, 2024



girl scouts 
of middle tennessee