

# Cookie Rookie

Your first year guide to the  
2020 Girl Scout Cookie Program!



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Whether a troop cookie manager or a troop leader, being in your first Girl Scout troop is a big job and starting to participate in the largest Girl-Led Business in the world may seem daunting. But, the Girl Scout Cookie Program does not need to feel overwhelming.

This guide can help you break down the program and make it simpler for your first year as a Cookie Rookie.

Here are some quick tips to make your first cookie season a success.

- Review your *2020 Volunteer Cookie Guide* and attend a training – Don't be afraid to get in the book and tag a few pages, use sticky notes or flags. The cookie guide outlines the entire program for you. If you haven't already, connect with your Service Unit cookie manager to find out when an in-person training takes place.
- Keep an eye on your email – Email communications will be sent out frequently during the cookie program to help keep you on track. These emails tell you exactly what to be thinking about each week and serve as reminders for important deadlines and due dates!
- Hold a parent/guardian meeting – This is your first chance to inform girls and parents/guardians about the cookie program, and get everyone on the same page. It's an excellent opportunity for your troop leader to assist with setting goals too. Use the *2020 Family Guide* as your outline for the meeting. You are here to help the girls with their cookie business, but it's okay to set clear guidelines and expectations for girls and families. Be sure to collect the signed *Parent/Guardian Permission & Responsibility Agreement* forms at this meeting.
- Ask for help! – The cookie program runs from January-March and there are plenty of opportunities for you to recruit helpers in your troop.
- Stay Organized – The most tried and true tip for any troop cookie manager is to stay organized! Grab a binder to put your *Volunteer Cookie Guide* and other important paperwork inside. Use clear sheet protectors to hold each signed *Parent/Guardian Permission & Responsibility Agreement* form and all signed receipts from the parents/guardians. Keeping all your paperwork in one place is vital for success.

There are lots of ways to participate in the Cookie Program and none of them are required. Work with your troop to figure out how much you would like to try in your first year. Check your options below and see your *Volunteer Cookie Guide* for more details.

**Order Card** - A tried and true method. Girls can begin taking orders on January 11, 2020, and they can continue taking orders throughout the entire program! To help reach their goals and increase potential, encourage girls to collect orders during the entire cookie program.

**What makes this easy?** Girls work primarily with their families to collect orders and you know exactly how many packages to order because customers have already decided.

**When are order cards an option?** Traditionally order cards are used during the initial order phase, in the beginning of the cookie program, but feel free to jump in any time from January 11 all the way until the very end, March 22.

**Digital Cookie** - This online tool is a great way for each tech savvy girl to expand their cookie business. With the help of their parents/guardians they can manage their online store front. Customers can opt to have their cookies shipped, donated, or chose girl delivery.

**What makes this easy?** This is a safe and secure way for girls to reach customers near and far - no need to do the walking. Even better, since all orders are paid for online, there's no money to collect.

**When is Digital Cookie an option?** Anytime during the program. The last day for a customer to choose girl delivery is February 22, the last day for shipped orders is March 22.

**Cookie Booths** - Set up outside of local businesses with a cookie stand to greet customers. Girls work in a small group in shifts, you can sign up for council sponsored booths or contact your own businesses.

**What makes this easy?** Choose the dates/times/locations that work for your troop. Do as many as you would like, on average, a two hour booth can sell almost 100 packages.

**When are cookie booths an option?** Booths open March 6 and end on March 22. There are weekend and weekday timeslots available for troops, be sure to check eBudde often.

**Walkabouts** - Girls forgo the order card, but have cookies in hand that they can sell to customers. Imagine a wagon full of cookies going door to door.

**What makes this easy?** Orders and payment happen at the same time. That's right, no need to hunt down customers that order on an order card to deliver later.

**When are walkabouts an option?** Troops that place an initial order will pick up their cookies from a delivery site between February 22-February 28. If you didn't place an initial order or need extra cookies, you can place an order from a local Cookie Cupboard.



# Cookie Program Checklist

Use this handy checklist as a guide to help navigate you and keep you organized throughout the entire Cookie Program.

- Using the *2020 Family Guide* as a guide, hold a parent/guardian meeting, share important deadlines, and collect signed *Parent/Guardian Permission & Responsibility Agreement* forms (forms are located on the GSU website under the Cookies+ tab)
- Sign up for cookie booths if your troop chooses to do them (check out the available slots listed in eBudde under the Booths tab)
- Coordinate adult volunteers (registered and background checked) to work booths-check out the *Volunteer Cookie Manual* for all booth sale guidelines.
- Schedule girls to work cookie booths in shifts, if needed.
- When submitting initial orders don't forget to:
  - Order booth cookies (if applicable)
  - Select delivery date/time/location (if applicable)
- Pick up cookies from your designated delivery site.
- Sort cookies by girl then have parent/guardians pick up cookies from you for delivery to their customers. Advise them to contact their cookie customers to make delivery arrangements right away. Be sure a receipt is signed for cookies picked up by both yourself and the parent/guardian.
- Collect money from parents/guardians throughout the program and deposit in to your troop bank account regularly. Check with your troop leader for your troop bank account information if you are not a signer on the account.
- Give girls credit for sales by allocating all sold cookies in eBudde. Unsold cookies that are left over should not be allocated to any girls.
- Make final deposits of money to your troop account and be aware of the dates for the automatic ACH debits from the account to council.
- Submit your troop's final reward order in eBudde.
- Complete *Troop Cookie Envelope* including all *Parent/Guardian Permission & Responsibility Agreement* forms and additional paperwork, as needed.
- Submit *Troop Cookie Envelope* to council by the deadline.
- RELAX!
- Pick up rewards from your Service Unit cookie manager, sort by individual girl and arrange delivery to girls in your troop within two weeks of receiving them.