



March 10, 2022, eBudde email

Cookie Delay Update and FAQs

Thank you for your continued support and patience as our council navigates production challenges that are beyond our control.

As we communicated previously, Girl Scouts of Utah has been affected by cookie delays from our baker, Little Brownie Bakers. We have been working with our baker to mitigate the impact to our troops, customers, and most importantly, our girls.

Below are updated FAQs with the most current information we have from the baker.

COOKIE DELAYS

What is the update on Trefoils?

- Great news, Trefoils have arrived and have been delivered by GSU!

What should SUPPRs know and do?

- The product program team has already arranged deliveries and times with the SUPPRs
- If SUPPRs have questions about their Trefoil delivery, please contact lneeley@gsutah.org
- SUPPRs have arranged or will arrange how to distribute to the troops
- Please distribute these Trefoils as soon as possible to your troops, and ensure you communicate regularly with your plans.

What should TPMs know and do?

- If you have not heard from your SUPPR, please reach out to them directly

What is the update on Samoas?

- We met with the baker the morning of March 8, and we were informed that the production of the Samoas has been delayed an additional week.
- The baker has indicated that the Samoas will not leave the Kentucky production facility until the week of March 21.
- As you recall from last week, we were told it would be March 7, then March 14, now it has been extended another week.
- It is unlikely that our warehouse will receive these cookies and prepare for distribution that same week.
- It is possible that GSU may not have Samoas to distribute to SUPPRs and TPMs until the week of March 28.
- Just as we have with the Trefoils, as soon as the Samoas arrive, we will work to arrange distribution to the SUPPRs

What TPMs must do ASAP:

- Reach out to girls and families to see how many Samoas they have sold via the Goal Getter Card and through Digital Cookie girl delivery.
- Complete the form sent to TPMs last Friday, March 4, with your preferences for your Samoas order, based on the delivery date options.
 - Keep 100% of your Samoas order
 - Cancel 100% of your Samoas order
 - Receive a certain percent of your Samoas order (determine quantity)
- If TPMs have not responded by Friday, March 11 at noon, GSU will re-send the email to those TPMs via eBudde.
- If GSU does not hear back from troops by Wednesday, March 16, they will be receiving that troop's Samoas as originally ordered.
- **IMPORTANT NOTE:** Please note that many troops will need these Samoas to complete girls' Goal Getter orders and Digital Cookie girl delivery orders, which must be fulfilled.

What's next?

- TPMs will receive an email via eBudde once the Samoas have arrived and GSU will have adjusted quantities based on the TPM's responses to the form.

What is the status of Adventurefuls?

- We have received our full order of Adventurefuls, and we have hundreds of cases of Adventurefuls in our cupboards.
- Girl initial orders and troop cookie booth orders were filled in full

- We have plenty of Adventurefuls at the GSU Cookie Cupboards
- Consider promoting Adventurefuls at your booths in place of Samoas

Are Adventurefuls on Digital Cookie?

- Adventurefuls are not available on the Digital Cookie platform for SHIPPED
 - This is a GSUSA and Little Brownie Baker decision, not GSU
- Adventurefuls are available on the Digital Cookie platform for Girl Delivery
- Girls can also sell the Adventurefuls they have by choosing the Cookies in Hand option in the Digital Cookie payment app

DIGITAL COOKIE UPDATES

What is the status of cookies on the Digital Cookie platform?

- To prioritize girl initial orders, Samoas have temporarily been turned off on Digital Cookie for the girl delivery option.
 - Once GSU receives our full order, the Samoas will be turned back on for girl delivery.
- GSUSA and Little Brownie Bakers have turned off Adventurefuls and S'mores for shipped.
- Customers can still buy Samoas on Digital Cookie with the ship only option.

What if we use Digital Cookie to take payments, and we want to sell our inventory, but there are no Adventurefuls, S'mores, or Samoas available to purchase on the app?

- Make sure to use the “Cookies in Hand” option when placing the order on the app. This will allow you to sell your Adventurefuls, S'mores, and Samoas that you have in your physical inventory.

When we take payments via Digital Cookie, we spend a lot of time entering email addresses. In addition, some customers don't want to give us their email address. Do you have a suggestion to streamline this process?

- We heard this from many of you on last week's call and are happy to announce that we have created a workaround.

- We created a generic email for this, doc@gsutah.org <<mailto:doc@gsutah.org>> , where you can enter this for any customers who do not want to share their email address.
- This makes it easy to use copy and paste, or autofill on your phone to easily enter email addresses.
- Please note, no customer payment detail is attached to this email, and their information is encrypted in the app.
- It is not required to use this GSU email, we still suggest getting customer emails, so you can market your business again in the future. We simply created this as an easy solution for when customers may not want to give you their email address.

COOKIE BOOTHS

Have cookie booths been extended?

- We encourage troops to hold cookie booths as planned, and we will be extending the cookie sale through Sunday, April 3.
- GSU has worked with various business partners to extend these cookie booths for this extension and they have been added to eBudde. This includes Smiths and Harmons.
- Troops can also secure your own booths for that week, as long as you follow these guidelines
<<https://www.gsutah.org/content/dam/girlscouts-gsutah/cookies-and-fall-product/2022-cookie-documents/2022%20My%20sales%20form.pdf>> regarding council-secured locations and restrictions.

Is Walmart allowing booths through that new extended week?

- Walmart agreements are handled nationally, and they have only allowed booths for 14 days.

Will we have to re-order the Samoas that were delayed from our order?

- No, everything you had originally in your order is already in the system. They have been backed out of your order online but will be put back in as soon as the inventory arrives.
- Once we get the delayed cookies, those will be re-added to your eBudde account.

Can we have a cookie booth with just Samoas?

- Of course! In fact, we heard many great ideas about how to hold a Samoas-only cookie booth near the end of the sale. Samoas are the second-best seller in Utah, so local cookie customers are sure to continue supporting girls with their business goals!

COOKIE CUPBOARDS

What cookies are available in the Cookie Cupboards?

- Because of these delays, cookie cupboards now have all varieties other than Samoas.

What are the cupboards hours and how do I place an order?

- Cookie cupboard hours and a how-to video can be found on our website here <<https://www.gsutah.org/en/cookies/Cookie-Resources.html#cupboards>> .

Which cookies can I/should I get from the cookie cupboards?

- Troops should prioritize Digital Cookie girl delivery and girl Goal Getter orders as soon as possible (excluding Samoas) as soon as possible.
- We do not recommend waiting on Samoas to fill the rest of your Goal Getter orders, as customers are often replacing Samoas with other varieties.

Will the Cookie Cupboards have specific guidelines on how to place an order?

- Please place your cookie cupboard order at least one hour prior to picking up at a cupboard.

ACTIVITY CREDITS

Will the distribution of Activity Credits be delayed this year?

- Our plan has not changed, and we will still plan to mail out the Activity Credits the first week of May.
- If you have a troop trip scheduled for June or July, please reach out to finance@gsutah.org <<mailto:finance@gsutah.org>> for assistance redeeming your Activity Credits.

IMPORTANT INFORMATION FOR TROOPS

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Will the final troop payments to GSU be delayed?

- GSU will not be initiating any pulls of any troop accounts until after the sale is over.
- We have extended the money pull date to April 14.
- Troops are highly encouraged to deposit funds often, so no one is left holding large amounts of money in their homes.

Can we use Venmo?

- As a reminder, Venmo is not an accepted form of payment this year.
- We highly recommend using the Digital Cookie app to take credit card payments, as this is the only way that Girl Scouts covers your credit card fees.
- If you decide to use a different app, you are responsible for any credit card fees – you cannot pass them on to the customer. In addition, Venmo has announced that they will be sending 1099 forms to anyone who accepted payments for goods or services over \$600.

COMMUNICATION

Communicating with Girls & Customers

Which orders should be delivered now?

- All orders placed BEFORE January 30 were included in the girl IO pickups, so girls MUST deliver these orders as soon as possible.
- Customers received automated confirmation emails with delivery estimates from GSUSA.
 - These dates vary based on the date of the digital order placed.
 - GSU is already receiving inquiries from customers about the status of these deliveries
- Girls should communicate with customers who ordered after 1/30 about the Samoas delay

What should girls tell their customers?

- We know these delays can cause challenges with customer deliveries. If you are choosing to delay your deliveries to customers until you have all their cookies, please make sure to communicate this delay with them. You can choose to deliver partial orders, but make sure to communicate with the customers that their remaining cookies will be delivered as soon as you get them.
- GSU will be sending a generic email to all Digital Cookie customers who placed orders after January 30, and who have Samoas in their purchase. We will be letting them know about the delay, and that their cookie order will be delivered once girls receive the Samoas. Please note, these emails can often end up in customers' spam or junk folders, so we still encourage girls to send their own emails as well.
- We are sending an email template with messaging to all girls in the eBudde system. This way girls can copy and paste this message to send to their customers.

Communicating with Girls

What are some tips for working with girls during this challenging season?

- We are proud of the ways our Girl Scout community has adapted to the challenges of the last few years and we are confident that you, our dedicated Girl Scout volunteers, will handle this challenge with the same growth mindset.

- Talk with your Girl Scouts about what they can learn from this.
- Praise girls for their creativity and resilience.
- Call out the ways you see them living the Girl Scout Promise and Law, and model it by living it yourselves.
- Remind all cookie customers about how proceeds stay local and are critical to fund our girls' and troops' activities throughout the year.
- Encourage customers to "Find a new favorite," or donate to the Gift of Caring.

GSU Communication with Volunteers

How are you communicating with volunteers?

- Due to the fluid situation and the many changes, we are having weekly meetings with our cookie volunteers. We also send emails via eBudde to all cookie volunteers when we have any updates.

What news will you have by next week's call?

- We will have the most up-to-date information from our baker and will share it with our cookie volunteers.

How often will GSU host Zoom meetings for volunteers?

- Our commitment to keeping you informed will include weekly cookie volunteer updates via Zoom. These have been held the past few Tuesdays, and the next meeting is:
 - March 15 – 6:30 p.m.

Who can attend these meetings?

- We recommend having the following cookie volunteers register for and attend the meetings to get the latest information about the cookie sale:
 - Troop Leaders
 - Troop Product Managers
 - Service Unit Managers
 - Service Unit Product Program Representatives

How do I register?

- Register using this link
https://urldefense.proofpoint.com/v2/url?u=https-3A_zoom.us_meeting_register_tJEtd-2DyqqDksHdLF4lZg9kTnORzC4AHyVVKY&d=DwMCAg&c=euGZstcaTDI

[lvimEN8b7jXrwqOf-v5A_Cdp gnVfiiMM&r=2c ISnoW2AMw9LyIHKWZP4wwvPUJzfN2dZXU1yRvP74&m=h0HHDH8vHArxIgl71SiBist2paS6D 94OTQIUZ5tGbDA&s=U52QxGnb-ooAp3SHwezkG00YdX4k-kNYO6ikaG6Ut7o&e=>](https://www.gsutah.org/en/cookies/cookie-registration-form) , and it will automatically register you for the 3/1, 3/8, and 3/15 meetings.

Finally, make sure to check out our Cookie Resources web page <<https://www.gsutah.org/en/cookies/Cookie-Resources.html>> for tools, tips, and all resources for your cookie sale!