SERVICE UNIT COOKIE MANAGER MANUAL

2024 - Own Your Magic

NEW!

- Initial Order Troop Reward – see page 4
- Final Troop and Girl Reward – see page 4
- Top Sellers Prize – see page 3

- Cookie Program begins on December 11, 2023.
- Digital cookie will open that day for direct ship and girl delivered.
- All cookies are $5 per package.
- There will only be one week between initial order and Count and Go.
- Troops that pick up 600+ cases, that do not have a direct drop, must pick up **after 11 am.**
- A single pick-up of more than two troops (1 pick-up of 3+ troops) must be **after 11 am.**

OWN YOUR magic

Individually Registered Girls

Individually Registered Girls (IRGs) participate by using the Service Unit troop number, SU#00 (29500 for SU295). The SUCM will be the TCM for any IRG participating in the Cookie Program. Parent permission forms are required and the girls will receive cookies and rewards from the SUCM.

IRGs may accept payment through Digital Cookie and any money collected must be deposited into the SU account.

Girls will earn rewards and can apply for funds from the IRG Fund. The IRG Fund will include IRG proceeds and girls may apply for funds that will enhance the Girl Scout experience.

Questions?

Membership Support

Email: customercare@girlscoutsnca.org

Phone: 800-734-4541

GSNCA Product Program Managers Facebook Group

https://www.facebook.com/groups/885769154947936/

Online Resources:

GSNCA website: girlscoutsnca.org

Girl Scout Cookie info: girlscoutcookies.org

Little Brownie Bakers: littlebrowniebakers.com

TCM Training

- Tuesday, November 28 – Low Hall, Camp Coleman, 6pm
- Thursday, November 30 – Union Chapel Missionary Baptist Church, Huntsville, AL, 6pm
- Tuesday, December 5 – Zoom Training, 6:30pm

Just In Time Trainings

eBudde and Digital Cookie

- Available on GSLearn on Wednesday, December 4, 2023
- Recap and Q&A on December 11, 2023, 6pm - Zoom

Initial Order and Count and Go

- Available on GSLearn, Tuesday, January 15, 2023
- Recap, Q&A, and tracking progress for Initial Order Reward for all troops on Facebook Live – 6:30-9pm

Cupboards + Cookie Booths

- Available on GSLearn, Monday, January 22, 2024
- Recap and Q&A on Thursday, January 25, 2024 – Zoom

Wrapping up the Cookie Program and Final Rewards

- Available on GSLearn, Monday, March 18, 2024
- Recap and Q&A on Tuesday, March 26, 2024 – Zoom

Service Unit Bonuses

Service Unit Growth Bonus

Service Units that grow their sales over the 2023 final case total and have at least 80% troop participation will be rewarded as follows:

Increase over previous year total sale	Bonus per case
10-14.99% increase	$0.05 per case sold
15-19.99% increase	$0.10 per case sold
20+% increase	$0.15 per case sold

**Bonus adjustments will be made to Service Units with delinquent troops. The number of outstanding cases from troop non-payment or insufficient funds will be subtracted from the total number of cases sold by the Service Unit.

No Service Unit bonus will be paid without a prior year financial report for the SU and at least 90% of troops within the SU.

Additional Cookie Promotions:

All troops will receive a Marketing Kit at Count and Go containing:

- Two Laminated Cookie Menus
- Full Color Sign
- Other Marketing Items
- Buy 5 Promotion Sheets
- Gift of Caring Poster
- 2 sheets of QR code labels- MUST create the Troop Site Link by January 19 to receive labels.

NEW! Top Sellers Prize:

The Top Seller from each age level – Daisy, Brownie, Junior, Cadette, Senior and Ambassador – along with their mom/caregiver – will be treated to a weekend trip to the Alabama Gulf Coast – from May 3 – 5, 2024. This reward will be in conjunction with the Girl Scouts of Southern Alabama.

Proceeds & Rewards

NEW!

Initial Troop Order Reward

This year our Initial Order proceeds will include every package ordered by each troop! If the total Initial Order for troops exceeds 750,000, EVERY troop with an initial order will receive an additional $0.03 proceed per package. That is an average of only 5 more packages per girl!

Final Troop and Girl Reward

The Final Reward for a total order of 1.3M packages of cookies will be an Own Your Magic t-shirt for every girl that sells cookies, two adult t-shirts for every troop participating, and two adult t-shirts for each Service Unit. That represents a total increase of only 10 packages per girl!

Troop Proceeds

PGA	$ per package	$ per case
1-199	$0.65	$7.80
200-299	$0.75	$9.00
300-399	$0.80	$9.60
400-499	$0.90	$10.80
500+	$1.05	$12.60

Fall Product Program Bonus

Troops that participate in the 2023 Fall Product Program with $1900 in combined troop sales and submit a 2023 Cookie Initial Order PGA of 250+ will receive an additional $0.03 per package.

End of Program Bonus

Troops that increase total sales by 5% or more over the previous year (2023 Cookie Program) will receive the following:
- 5% - $0.02 per package in total sales
- 10% - $0.03 per package in total sales
- 15% - $0.04 per package in total sales and a $50 camp credit for camp rental fees

Troops will forfeit all troop bonuses due to returned ACH Debits for insufficient funds through the Fall Product and/or the Cookie Program, non-payment of approved extensions, and/or not having the previous year's Troop Financial Report on file with GSNCA. Bonuses are added after the program ends.

eBudde Tips

eBudde Access Level Types:

Troop Cookie Manager: full access to make changes to the troop records.

Troop View Only: cannot make any changes to the troop records – can only view troop records.

Troop Cookie Pickup: only for pickups at Cookie Cupboards. No access to eBudde.

While there are requirements for TCM access levels in eBudde, View Only and Troop Cookie Pickup access levels have no requirements other than active membership. TCMs that need to request either of these access levels for members in their troop should contact Membership Support at 1-800-734-4541.

eBudde Quick Instructions

Initial Order:

- Click Initial Order tab
- Select the order card line for a girl
- Enter paper order card orders by variety
- **DO NOT ENTER DIGITAL COOKIE ORDERS**
- Repeat for each girl
- Enter booth cookies on "Booth" line
- Enter other cookies on "Other" line
- Click red "Submit Order" button

Delivery Station:

- Click Delivery tab
- Answer the prompts
- Select the Count and Go location
- Choose a date and time to pick-up
- Click "Submit My Info"
- Print confirmation page **you must have this at Count and Go**

Rewards Orders:

- Click Rewards tab
- Beside appropriate order type, click "Fill-Out"
- Click any girl highlighted in red
- Make choices as needed
- Click "Submit Girl Order"
- Enter numbers in troop rewards order if applicable
- Click "Submit Reward Order"

Cupboard Transaction:

- Click Transactions tab
- Click "Add a Transaction"
- Select cupboard
- Select Pickup date and time/slot
- Enter cases needed
- Click "Save/Print"

Assigning Cookies:

- Click Girl Orders tab
- Click the girl
- Click "Add Trans"
- Enter a memo
- Enter the cookies distributed
- Click "ok"
- Click "Save"

Recording Payments:

- Click Girl Orders tab
- Click the girl
- Click "Add Payment"
- Enter amount received
- Click "ok"
- Click "Save"

Removing Cookies or Payments:

- Click Girl Orders tab
- Click the girl
- Click "Add Trans" or "Add Payment"
- Enter cookies/amount with a negative (-) before the total
- Click "ok"
- Click "Save"

Select a Booth:

- Click Booth Sales tab
- Click Sign Up for Council Booth
- Select the City
- Select the business
- Select the date
- Select the timeslot(s)
- Click "Submit"

Add a Troop/SU Booth:

- Click Booth Sales tab
- Click "Add/Edit a Troop Booth"
- Click "Add"
- Enter information
- Click "Save"
- SUCM must approve or deny booth

Distribute Booth Sales:

- Click Booth Sales tab
- Click "Record Sale"
- Select booth
- Enter quantities sold and save.
- Select girls
- Click "Distribute"
- Click "Save"

2024 Cookie Info

Reviewing Troop Orders:

SUCMs confirm their troops' orders and ensure they are submitted and accurate. Please review each troop for the issues below to help avoid errors and mistakes. Discuss with the TCM any issues that you see before submitting the SU order.

Initial Cookie Order:
- Is the order extremely large? Is this a new Troop or TCM?
- Is there a significant difference between the number of varieties entered? (30 cases of Thin Mints and only 2 Tagalongs)
- Are there Digital Cookie purchases automatically entered but no paper order cards, Other, or Booth cookies ordered?
- Is the order submitted?

Final Rewards Order:
- Is every girl labeled size/selection complete?
- Is each girl's order submitted?
- Are the sizes for the Troop Leader shirts entered?
- Are the troop rewards selected/entered?
- Is the troop's order submitted?

Delivery Station:

Troop Cookie Managers will select the Count and Go location, date, and time in the Delivery tab after Initial Order is submitted. The deadline is **January 22, 2024 at 11:59 pm. Changes to pickup times may not be made except in extreme, approved cases.**

Service Units/Troops with orders in excess of 600 cases may request a direct drop the week after Count and Go. Email ahines@girlscoutsnca.org before **January 22, 2024, at 11:59 pm** to schedule. Do not select a Count and Go location if you will participate in a direct drop.

Service Unit and Troop Booths:

These booths are organized directly by a Service Unit or Troop Member. All SU and Troop booth locations MUST be submitted in eBudde for the Service Unit Cookie Manager to review. Work together as a Service Unit to plan who will contact each potential location so businesses are not inundated with multiple requests. Be sure the name of the business and address for Troop Booths are entered correctly as this is customer-facing information.

Approving or Denying Troop/SU Booth Locations:

Service Unit and Troop members will approach local businesses to arrange booth locations. Members will be respectful and represent Girl Scouts of North-Central Alabama well while arranging booth locations. Once the member has permission for their booth dates, the TCMs will enter the Troop booth dates in eBudde. Once they submit the information, the SUCM will review the booth and must approve or deny the request.

SUCMs should check:

- the business owner/manager gave permission for the booth
- the location of the girls, parents, leaders, and customers while at a booth does not present a safety hazard
- adult-only businesses are not in the immediate area of the booth
- booths should not be located too closely to each other – consider the operating hours for each booth

If the booth is located outside of the Service Unit, the SUCM will contact the SUCM where the booth would be located. Work together to come to a reasonable agreement.
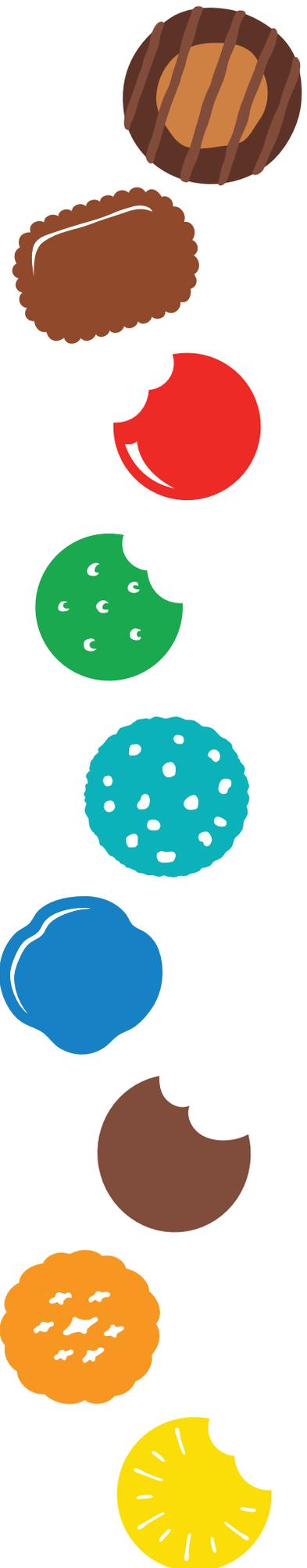
2024 Cookie Calendar

Monday, December 11, 2023	Order taking begins – Digital Cookie and Girl Order Card
Monday, January 22, 2024	TCM submits Initial Cookie order by 11:59pm
Wednesday, January 24, 2024	SUCM submits Initial Cookie order. No edits on IO after 11:59pm
Friday, January 26, 2024	Deadline: TCM to select Count and Go location in eBudde Delivery Tab
Saturday, January 27, 2024	Cookie Booth Scheduler Round 1; 6pm
Monday, January 29, 2024	Cookie Booth Scheduler Round 2; 6pm
Thursday, February 1, 2024	Cookie Booth Scheduler Round 3; 6pm
Friday, February 2, 2024	Count and Go, Anniston & Birmingham
Saturday, February 3, 2024	Count and Go, Birmingham & Madison
Sunday, February 4, 2024	Count and Go, Florence & Tuscaloosa
Monday, February 5, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Tuesday, February 6, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Wednesday, February 7, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Thursday, February 8, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Friday, February 9, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Saturday, February 10, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Sunday, February 11, 2024	Cookie Booth Scheduler, Open Selection – 10 slots, 6pm
Wednesday, February 7, 2024	Council Office Cupboards open – Birmingham, Huntsville, Florence and Tuscaloosa
February 5 – March 24, 2024	Cookies On the Go
Thursday, February 8, 2024	Warehouse and Volunteer Cupboards Open
Friday, February 9, 2024	Local community booths begin
Friday, February 16, 2024	Councilwide booth phase begins
Thursday, February 29, 2024	1st ACH Withdrawal – ½ IO – DC payments through 2/22
Thursday, March 21, 2024	2nd ACH Withdrawal – ½ IO + 1st week cupboard transactions – DC payments through 3/14
Sunday, March 24, 2024	Cookie Program Ends
Thursday, March 28, 2024	TCM submits final rewards by 11:59pm
Monday, April 1, 2024	SUCM submits final rewards by 11:59pm
Monday, April 8, 2024	Digital Cookie Troop Sites Closed
Wednesday, April 10, 2024	3rd ACH Withdrawal – Remaining Balance Due to GSNCA
Late April/Early May 2024* *(estimate)	Rewards to SUCM