## girl scouts of southern alabama



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## Last Call!

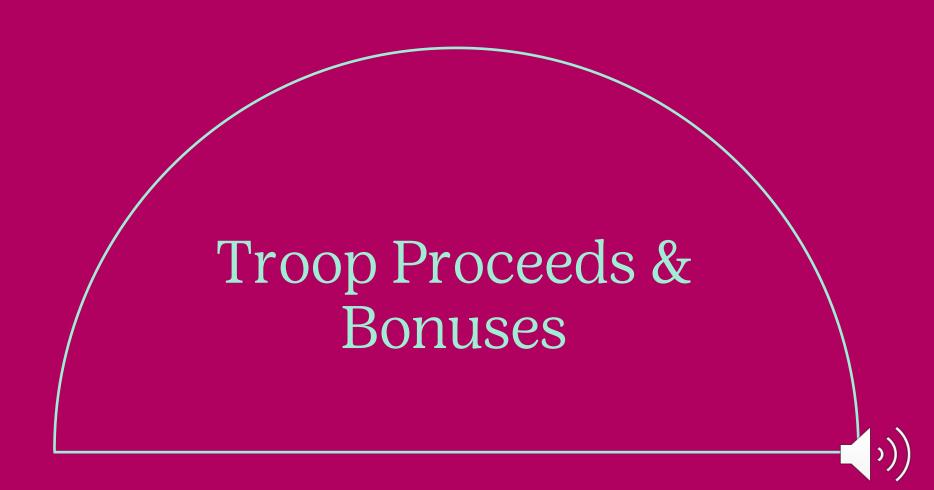
**2025** will be the last year for **Girl Scout** S'mores!



#### Last Call for Girl Scout S'mores







## \$.75 per package sold

**Standard Troop Proceeds** 

## \$.78 per package sold

### for Troops that opt out of baker and council incentives

- Troops must opt out of ALL baker and council incentives, including program credits.
- Must be entered in eBudde by Feb. 11

## + Product Program Bonuses

Bonuses earned through Fall Product Program and Cookie Program





#### Fall Product Bonus

#### Additional \$.25 per case sold

- Troop Fall Product Coordinator is registered and approved
- 5 girls must have participated in M&M
- Minimum of \$250 of Fall Product sales
- Successful Fall Product Program ACH



#### Cookie Bonus

#### Additional \$.35 per case sold

- Troop Cookie Coordinator is registered and approved
- Troop must have 80% of Girl Scouts participating in Cookie Program
- Initial order must be a minimum of 40 cases
- Host a minimum of 3 booth sales entered in eBudde with corresponding transactions
- Minimum of 2 cupboard orders placed and picked up from cupboard
- Troop Per Girl Average (PGA) of 150 packages or higher
- Successful final ACH (March 18)



#### Product Program Bonus

#### Additional \$.75 per case sold

Troops that meet all requirements for Fall Product **and** Cookie Bonuses will receive MY25 Product Program Bonus, instead of individual Fall Product and Cookie Bonuses.



# Placing Troop Initial Order (IO) in eBudde Due: December 1



### **NEW for 2025!**

Troops that place an initial order of **75 cases** (or more!) will receive a Cookie Season **2025 Booth Kit,** including "It's COOKIE Time" tablecloth, money bag, and signage.

Booth kit items subject to change, based on availability.



## Calculating Quantity for Troop Initial Orders

### At a minimum, troop initial orders should include enough cookies to:

- Stock your troops first weekend of booth sales
- Meet bonus requirements (40 cases)
- Get a FREE troop booth kit (75+ cases)
- Stock up on Toffee-tastics, as they will not be reordered!

Also, keep in mind this is the last season for Girl Scout S'mores

### Next, calculate the number of packages your troop is *likely* to sell this year:

- Review the Per Girl Average (PGA) from last year's sale under "Sales Report" tab
- Multiply the PGA by the number of girls participating in this year's sale
- EXAMPLE:
  - 2024 PGA = 374
  - 12 Girl Scouts participating in 2025

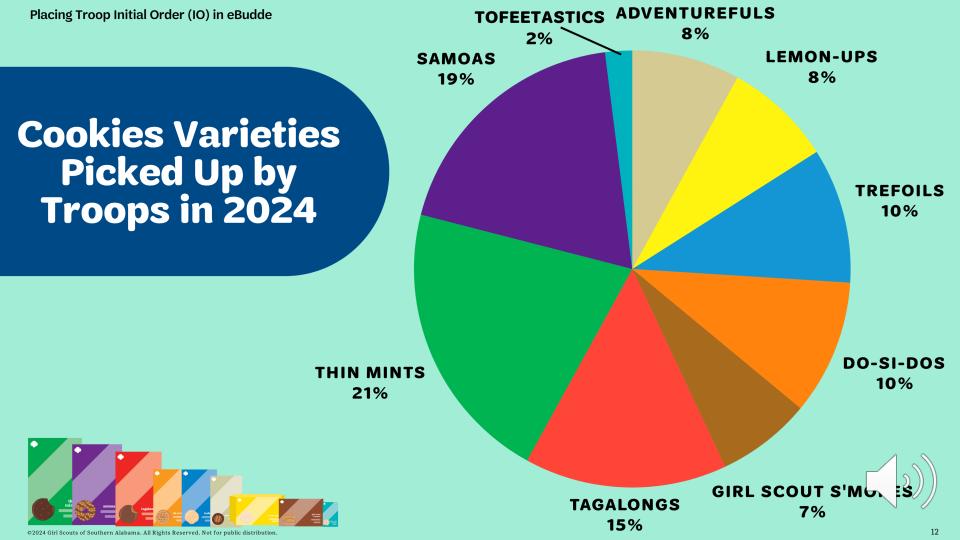
 $374 \times 12 = 4,488 \text{ packages}$ 

#### Then divide that number in HALF

- EXAMPLE Cont'd:
  - 4488/2 = 2244 packages

Finally, you'll carefully review that number and decide if it looks like a good quantity to start the sale and adjust accordingly.

Remember, cookies transferre to troops cannot be returned.







Watch on YouTube



### You must select a Delivery Station

- Available under the "Delivery" tab in eBudde.
- You may also be prompted to select a preferred pick-up time.



Troop Initial Order Pickups are due January 6-10, 2025.

Mark your calendars!



## GSSA Cupboard Locations & eBudde Cupboard Orders





GSSA Office 2501 Bell Road



#### **Opelika**

Lambert Transfer 1103 Fox Trail



#### **Dothan**

Likely to be Storage Master on Ross Clark Circle (same as 2024). Will confirm one month prior to open.



#### **Enterprise**

Likely to be Mini Mall Storage on Geneva Hwy. (same as 2024). Will confirm one month prior to open.



#### **Mobile**

GSSA Volunteer Center 3483 Springhill Ave.



#### **Baldwin County**

Rolling Cookie Cupboard Still Scheduled in eBudde.





Watch on YouTube





#### Cupboard Orders

- Due Sunday nights (before Midnight)
  - Placing cupboard orders in eBudde helps GSSA staff and cupboard managers ensure that your cookies will be available at your scheduled time
  - Planned orders are prioritized over walk-in requests
- Cupboard orders submitted in eBudde will show as "pending" until the pickup has been made and confirmed by the cupboard manager
  - If necessary, quantities may be adjusted when you arrive at the cupboard for pick up





### INTRODUCING THE ALL NEW

## \*COOKIE CUPBOARD \* Golden Ticket



Find the **COOKIE CUPBOARD GOLDEN TICKET** and get a surprise treat!

For a chance to get a GOLDEN TICKET, place a planned order before midnight on Sunday and pick up by Friday afternoon!

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Managing
Girl Scout
Cookie Booths



## GSSA-Secured Booth Locations

### Secured by GSSA staff and volunteers for ANY troop to reserve

Unless you are requested to to secure booth space by a GSSA staff member, volunteers should **NOT** approach these locations:

Walmart, Sam's Club, Winn Dixie, Bass Pro Shops, Lowe's, Rouse's Markets, Joann's, and Piggly Wiggly

Costco, Publix, Hobby Lobby, and Aldi have non-solicitation policies and will NOT host booths.

## Troop-Secured Booth Locations

Secured by volunteers for their troop to use

- MUST be entered in eBudde at least 1 week before
- ONLY enter the dates and times your troop will be hosting cookie booths
- MUST be approved by GSSA



#### GSSA-Secured Booth Invitation & Approval Form

## <u>Community Cookie Booths Needed - girlscoutssa.org</u>

**Cookie Booth Approval Form** 

#### Community Cookie Booths Needed



#### Did you know you can support today's young entrepreneurs by hosting Girl Scout Cookie booths?

Please help us continue the Girl Scout Mission as we build girls of courage, confidence and character who make the world a better place. Girl Scouts are in every community across Southern Alabama, from every background and in every economic circumstance.

You may have heard about our iconic Girl Scout Cookie Program; however, you may not know it is the largest girl-run entrepreneurial program in the world. 100% of proceeds earned by the girls stay local. powering girl leadership experience.

#### The Cookie Program's Five Core Skills

The Girl Scout Cookie Program allows girls to experience entrepreneurship by running their own cookie "business." Girl Scouts learn to think like entrepreneurs. practice a variety of skills and build on them year after year.

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

Decision Making: Girl Scouts learn to make decisions on their own and as a

Money Management: Girl Scouts learn to create a budget and handle money.

People Skills: Girl Scouts find their voice and build confidence through customer interaction

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



Scan here to become a community cookie booth



#### How Can Your Business Support Our Cookie **Entrepreneurs?**

Your business can support these young entrepreneurs by allowing Girl Scouts to host cookie booths in front of your stores. Our booths are from January 18 - March 9, 2025.

#### It is Easy to Host a Cookie Booth

- · Determine if the booth location will be inside, outside, or a drive through option.
- · Determine the best dates based on the store's availability.
- Volunteers will be onsite to supervise Girl Scouts and cookie inventory.

Cookie booths can also increase retail traffic to your location! Once you approve your business as a cookie booth partner, your business will be added to the Girl Scouts of the USA national Find Cookies link at girlscouts.org, Last year over 8.4M cookie booth lookups happened on the national site, and this year your location could be included when a cookie customer is searching for a cookie booth.

By partnering with Girl Scouts of Southern Alabama you would allow us to schedule troops and girls to set up their cookie booths at your location. But more importantly, you are investing in the next generation of female entrepreneurs and helping them reach their dreams.

#### Support today's cookie entrepreneurs!









presents



## Watch on Troop Booth Sales



## Reserving GSSA-Secured Booths in eBudde

## Starting January 5

Opens at 12 p.m.
You may reserve 3 booths per day at
3 different locations

## **Starting January 12**

Opens at 12 p.m.
You may reserve up to 5 booths per day at 5 different Locations

## Starting January 19

Opens at 12 p.m.
Booth site reservations are unrestricted.

Please do not reserve booth locations you do not intend to use.



presents



## Watch on YouTube Sales Booth Sales



## Important!

If you must cancel a cookie booth, PLEASE cancel the booth in eBudde so that it will no longer appear in the Girl Scout Cookie Finder.

If possible, cancel 24-48 hours in advance so another troop will have an opportunity to reserve that location.



### Managing Girl Scout Cookie Booths

## Important Reminders for Responsible Adults at Cookie Booths

- Girl Scouts take the lead not grownups!
- All cookie booths should have 2 unrelated adult volunteers unless all Girl Scouts present are members of the same household and are with their caregiver(s).
- If there are Girl Scouts from more than one household at a cookie booth, it is strongly recommended to use troop cookies.
- Troop numbers should be displayed at cookie booths.
- Set up booth sale in the designated area, DO NOT block the entrance, and follow all business rules.
- Please begin to pack up 10-15 minutes prior to the end of your designated time slot and allow next troop to begin selling at their designated start time.
- Do not rush or pressure the current troop to finish their time slot early.
- Be sure take all trash and leave your booth site better than y
  found it.

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## **Great News!**

## "Buy 5" is back and better than ever!

#### **For Customers**

When customers buy 5 packages of cookies, they can enter an online drawing to win 5 cases (60 packages)!

#### **For Troops**

Troops that sell to the 5 winners will also receive 5 cases of cookies to donate to the non-profit of their choice!

Flyers will be included in booth kits and available to pick up at cupboards.

## **BLING YOUR**

Share photos of your Blinged Out Booth on social media and tag

#### **GIRL SCOUTS OF SOUTHERN ALABAMA**



🝕 3 lucky troops will win pizza party! 🦻

















## Cash

Girl Scouts and troops may receive cash payments. Deposit cash into troop bank account often. Always get a receipt.

## Checks

#### **NOT RECOMMENDED for Girl Scouts or Troops**

- No checks from strangers
- No amounts larger than \$25
- Checks should be made out to troop account
- GSSA will not cover the cost of fraudulent or bounced checks

## **Digital Cookie**

Girl Scouts can process payments for in-person, girldelivery, and direct-ship sales.

**Troops** can process payments by setting up Troop Site. Your troop site will also make your troop available for direct-ship sales from customers using the Cookie Finder.

### **Clover Go**

GSSA pays processing fees for troop credit card payments processed using Clover Go.

**Troops** will be responsible for all processing fees incurred from the use of other payment processing services (CashApp, Square, etc).

#### Payment Options

### Important Updates to Clover Go

- Clover Go is no longer accepting new Girl Scout Troop accounts.
- If your troop has already registered to use Clover Go, there will be NO changes for you this year.

Email questions to <a href="mailto:customercare@girlscoutssa.org">customercare@girlscoutssa.org</a>



#### Payment Options

### Important Updates to Digital Cookie Payments

- Girl Scouts and Troops can now accept Venmo & PayPal as payment options when processing "Give cookies to customer now" (cookies in-hand) orders via the mobile app.
  - This does not require any additional setup for councils or users and all the financial reconciliation will be handled by Digital Cookie similarly to a credit card order.
  - ONLY available with cookies in-hand
- Users will no longer be required to fill in customer name, email, or zip code when processing "Give cookies to customer now" (in-hand) orders paid by credit card via the mobile app.
- When processing a "Give cookies to customer now" (in-hand) order, the order will now move from payment authorized to payment captured with delay.



#### Managing Troop Finances

### Cookie Program ACH Dates

- First ACH: On or after February 11
  - includes ½ the amount due to GSSA for Initial Order and all cupboard pickups through Friday February 8
- Final ACH: On or after March 18
  - Includes all outstanding balances owed

**Special Note:** Troops are required to have an up-to-date ACH form on file with GSSA to place troop Initial Orders.



#### Managing Troop Finances

### Troop Account Reminders

- "Cash & Carry" for Troops with no Bank Account
  - Meaning, cookie cupboard orders must be paid in-full before they can be picked up

If you need help with your troop account, please email <a href="mailto:customercare@girlscoutssa.org">customercare@girlscoutssa.org</a> with the subject line "Troop Finances" or call 1-800-239-6636

Do not include detailed account information, including account numbers, in email.



### Managing Troop Finances

### Managing Caregiver Payments

- Troops determine the method and frequency of cookie pickups and caregiver payments.
- Troop cookie coordinators should collect a caregiver agreement for every Girl Scout caregiver supporting the cookie program before you distribute ANY cookies to families.
- Collect money for the cookies in-hand before allowing caregivers to receive more inventory.
- If you have a caregiver who has not complied with a payment deadline, DO NOT distribute more cookies to them.

### **ALWAYS** get a signed receipt!



### **Managing Troop Finances**

### **Caregiver Permission/Agreement Form**

#### Caregiver Permission & Financial Responsibility Agreement



As the caregiver of a Girl Scout participating in the 2025 Girl Scout Cookie Program, I agree to the following:

- I will adhere to the Cookie Season start date of December 9, 2024. I will respect and comply with all
  order submission and payment deadlines communicated by my Troop Cookie Coordinator. I will
  request a receipt any time I receive cookies or turn in payments.
- I will follow the Safety Activity Checkpoints regarding cookie sales (pages 78-81).
- I understand that cookies must be sold for \$5.00 per box. No discounts or mark-ups are allowed; no fees or surcharges may be charged to customers for any reason.
- I understand that any donations received during Cookie Season must be applied to Hometown Heroes.
- I accept full financial responsibility for all cookies and payment I receive. I will treat cookies
  responsibly and with proper handling and storage practices. I understand cookies may not be
  returned.
- I understand that my Girl Scout will not earn individual proceeds; all proceeds belong to the troop and/or council. I agree to collect all physical rewards my Girl Scout earns during the designated timeframe set by the Troop Cookie Coordinator.

My Girl Scout,	ıt,, has my permission to participate i	
the Cookie Program. I	confirm that I have read and agree to the sta	itements above
		Initials
will result in my Girl S satisfied. Further, I un Southern Alabama. Sh	snowledge and agree that failure to pay for a cout's earned rewards to be withheld until the derstand that legal action may be taken by the lould legal action be taken, I am fully liable for mey fees, court costs, and collection fees.	he amount due has been he troop and/or Girl Scouts of
Name	Address	Phone
Signature	Driver's License #	Date

Please make your Girl Scout's prize choices below in the event your troop cookie coordinator needs to make those entries for you. (check one)				
400+	Panda Neck Pillow	OR	Do-si-dos Duffle Bag	
800+	Write in preferred			
	T-shirt Size:			
1000+	Blue Girl Scouts of Southern Alabama Hoodie	OR	\$25 Program Credit	
1300+	Sticker Printer	OR	\$25 Program Credits	
1600+	Snow Cone Machine	OR	\$50 Program Credits	
2000+	Inflatable Paddle Board	OR	\$100 Program Credits	
3000+	Beats FitPro Wireless Headphones	OR	3 days/ 2 nights GSSA Resident Camp	
4000+	Passes to Alabama Shakespeare Festival	OR	Electric Scooter	
5000+	OWA Park & Resort Season Passes	OR	\$350 Girl Scout Getaway Credit	



## Important Reminders

#### **Important Reminders**



Girl Scout cookies are \$5 per package statewide

#### **No Exceptions**

Cookies can never be sold for any other amount.



Cookie booths, stands, and walkabouts may ONLY take place in Southern Alabama.

Stay within our 30county Council Area

This does not restrict customer orders placed in Digital Cookie for direct-shipment or girl-delivery.



Businesses may NOT sell packages or cases of cookies.

This includes family/friends' businesses selling to the public "for" girls.

Local businesses **may** purchase cookies from Girl Scouts to be incorporated into custom dishes, given as client gifts, and more!

Business may NOT purchase packages or cases of cookies with the intent to resell them.



#### **Important Reminders**



Girl Scout Cookie links can NOT be shared on public sites or community groups.

You may share the Cookie Finder *GirlScoutCookies.com* 

Cookie links CAN be shared with family and friends using personal social media pages, text, and email. Links cannot be shared on public sales sites, such as Facebook Marketplace, eBay or local buy/sell/trade pages (this list is not exhaustive).



Girl Scout Cookie links can NOT be shared with news media.

You may share the Cookie Finder *GirlScoutCookies.com* 

If approached, Girl Scouts and volunteers may proudly discuss their personal Girl Scouting experience. Please do not comment on topics outside of *your* troop and *your* experience.



All donations accepted during the cookie program must be applied to Hometown Heroes.

Troops, Girl Scouts, and Caregivers may not keep donated funds.





### **Receiving Donations**

If a customer donates instead of purchasing cookies, the funds **must** be applied to the Hometown Heroes, Gift of Caring in eBudde:

- Your troop will be credited with a sale
- GSSA will facilitate the donation of cookies

If your troop is *considering* using troop inventory for Hometown Heroes donations:

- You must email <u>CustomerCare@girlscoutssa.org</u>
   NO later than February 23.
- Cookies must be donated to service members, first responders, or a local non-profit.

### Hometown Heroes Weekend February 14-16

The troop with the most Hometown Heroes donations will receive free GSSA Hometown Heroes patches!









## 2025 GSSA Discounted Shipping Rate

4–12 Packages: \$6.49

13+ Packages: NO Discount

• Customers who would like to order more than 12 packages will only receive discounted shipping if they place multiple orders of 4-12 packages.









**Action Patch AND Panda Pouch** 





Flower Press Craft Kit

275+ pkgs



**Panda Neck Pillow OR Do-si-dos® Duffle Bag** 

400+ pkgs



8004



1000+ Bar Patch AND Choice of: GSSA Hoodie OR \$25 Program Credits

1000+ pkgs



Sticker Printer OR \$25 Program Credits



**Snow Cone Machine OR \$50 Program Credits** 

1600+ pkgs



Super Seller Patch AND Choice of: Inflatable Paddle Board OR \$100 Program Credits



**Beats FitPro Headphones OR Camp Session Credit** 

3000+ pkgs



Passes to Alabama Shakespeare Festival OR Electric Scooter





### Hometown Heroes



2025 Bumper Patch

25+ pkgs donated

All rewards are cumulative with the exception of the achievement bars. Girl Scout Getaway Credit may be applied to any GSSA travel or camp experience.



### Program Credits

Can be used as payment for membership renewal, GSSA Programs, camps, trips, and items in the GSSA shops.

Cookie Program Credits expire August of the next membership year (2026).

### Sister Credits

Allow multiple-Girl-Scout households to combine the number of total packages sold and receive higher, accumulated Program Credits.

EXAMPLE of "Sisters Sally & Sara":

Sally sells 500 packages, and Sara sells 500 packages. Combined, they can receive \$25 Program Credits awarded at the 1000package level.

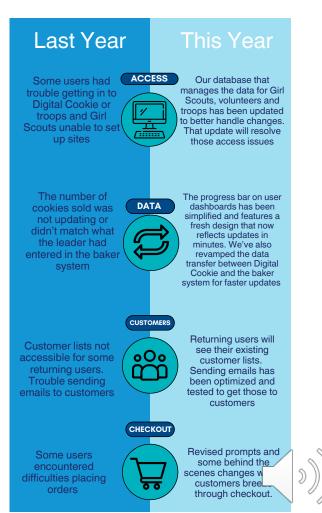
Please Note, this only applies to GSSA Program Credits -NOT girl incentives, provided by Little Brownie Bakers and GSSA, including the 800 Club Party.



## Digital Cookie Updates

# An Enhanced Digital Cookie Experience

The GSUSA Digital Cookie team has been hard at work smoothing out the Girl Scout and Troop Experience for this season. We're excited to let you know that the issues some of you faced last year have been addressed, and some great improvements to the system have been made.



### Other Improvements Include:

- Simplified and refreshed progress bar on the dashboard.
  - Data processing has been upgraded so that users will see progress bar updates in minutes.
- The "Pending Orders" section of the dashboard has been updated to more clearly display orders pending approval and delivery.
  - For Troop Volunteers, this includes visibility into pending orders for the troop's cookie site and the Girl Scouts in their troop. Additionally, improvements have been made to ensure these numbers are correct and up-to-date.
- Updated and improved visual elements
  - Standardized buttons
  - Troop Number appears more consistently throughout
  - Background images personalized to Adult Role or Girl Scout program level when using the Digital Cookie webpage.
  - New site images including this year's mascot: The Panda!

- Significantly improved usability of the web browser version on tablet and mobile-responsive devices
- Troop Cookie Sites / Troop Sites will no longer be called "Virtual Booths" or any other term to avoid confusion.
- The Virtual Booths page where Troop Volunteers can view their booth reservations and add pickup options for customers has been renamed to Booth Pickup to more clearly describe its purpose.

Additional resources from GSUSA will be shared as they become available.





### **November 3**

Cookie Rookie LIVE Training (ZOOM)



### November 12

AUBURN
Cookie Coordinator
Connection



### **November 14**

**ENTERPRISE** 

Cookie Coordinator Connection



#### **November 19**

**MONTGOMERY** 

Cookie Coordinator
Connection



#### **November 21**

**MOBILE** 

Cookie Coordinator
Connection



### **December 7**

DOTHAN

PANDAmonium Painting Girl Scout Cookie Rally



### December 7

**MOBILE** 

PANDAmonium Painting Girl Scout Cookie Rally



### **December 8**

**MONTGOMERY** 

PANDAmonium Painting Girl Scout Cookie Rapy

Cookie Rally Financial Skills Programming Sponsored by FINRA Investor Education Foundation



Volunteer access to eBudde begins

November 27, 2024

Volunteer access to Digital Cookie begins







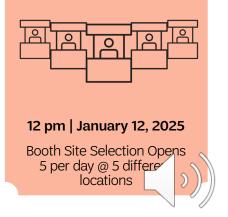


12 pm | January 5, 2025

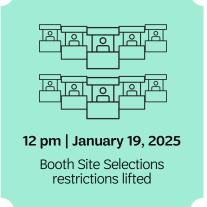
Booth Site Selection Opens 3 per day @ 3 different locations







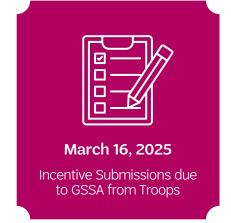


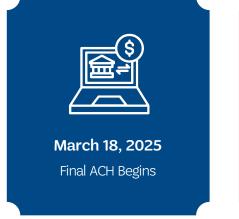














## Exciting News!





### Thank You!

CustomerCare@girlscoutssa.org

1-800-239-6636

