

Cookie Sale News

DECEMBER 2011

2012 Direct Sales Begin: February 11

Booth Sales: February 24 - March 25



What can a cookie do? ***MORE** than you see!* You can help girls **DREAM MORE**, have **MORE OPPORTUNITIES**, **GIVE MORE** to their communities, and **DO MORE** than they ever thought possible.

THE TROOP COOKIE MANAGER

The Cookie Program is a wonderful activity for girls and it is a great way to earn money for your troop! Your Troop Cookie Manager is critical to having a successful sale. She/he is responsible for organizing loads of cookie boxes, paperwork and money.



The Troop Cookie Manager Position Description you received in November's takeouts is helpful in selecting just the right

person for your troop. Troop leaders should give the person who agrees to be the Troop Cookie Manager a volunteer application and background check release form, and an adult registration form.

If you have any questions, or need the position description or volunteer application, contact your Service Unit Cookie Coordinator, Volunteer Support Specialist, or Kathy, kbrandon@gseok.org.

COOKIE VOLUNTEER GUIDES

These age-appropriate activity guides make it easy for volunteers to teach goal setting, money management and business lessons that last far beyond Cookie Season. Each guide offers a wealth of resources and activities from which volunteers can choose, and includes a clip-out Goal Poster and several Cookie Sale Posters for use during the sale. These guides were distributed in November takeouts. Environmentally-friendly templates and instructions for each activity are available at www.littlebrownie.com.



NEW DEPOSITING INFORMATION



GSEOK is excited to bring you one more way to make your cookie processes easier! Beginning with this Cookie Sale, troops will deposit all cash and checks collected directly into your troop checking account, and will not be required to drive to another bank to make your deposits.

Payments to Council will be automatically transferred out of your troop account on dates indicated using an Automated Clearing House (ACH) process.

How it works . . .

- All troops are required to have a GSEOK troop checking account and must provide a voided check.
- On or after the specified dates we will process an ACH Debit withdrawal of funds from your troop account.
- Once payment is confirmed by the Council's bank, the payment data will be recorded in eBudde and will appear on your troop report.
- This process will eliminate the need for turning in deposit slips and forms at the end of the sale.
- Customer checks that are returned due to nonsufficient funds will be handled by our check collection service, NorthStar Technologies, and will not affect troop proceeds.
- Troops must ensure there are enough funds available to cover the automatic withdrawal, or advise Council before the withdrawal date.
- There is no fee involved for the troop in this process unless the funds are not available due to mishandling on the part of the troop.

As this is a new process, please be patient as we work through the procedures and be prepared for possible changes as we go along.

Look for the ACH Electronic Debit Authorization Form, #312F, in this month's takeouts and take this completed form to your Cookie Sale training. Forms must be received prior to the beginning of the sale.

BOOTH SALE PROCEDURES

Beginning in January you may start scheduling your booth sales for the period of February 24-March 25. Booth sales may be held only at Council-approved locations.

Form #307F, Booth Sale Approval, must be completed for each booth sale, except those coordinated by the Council or Service Unit.

Council sites: All participating Walmarts, Sam's, Reasor's, Walgreen's, Bass Pro, and other chain outlets and locations throughout the Council will be coordinated through the booth scheduler program on eBudde. **Sign-ups will be open in eBudde on January 20 at 7:00 p.m.** -- simply click the sites you want to schedule and select a time. The number of reservations at each site will be limited at first, and available slots will be opened up after everyone has a chance in the first-round. Locations listed on eBudde may ONLY be reserved through eBudde. **DO NOT go to those locations to request times.**



Troop sites: The troop leader or Cookie Manager should fill out both top and bottom portions of form #307F and take it to the business when setting up the booth sale; obtain the signature of an authorized representative of the business and leave the top portion with the business; then return the bottom portion to the Girl Scout Service Center immediately for approval. **IMPORTANT** - Also enter the information into the troop sales portion of the eBudde booth scheduler. When your form is received and approved by the Council, it will be marked as approved in eBudde. Print the confirmation page and take it to the booth sale to confirm Council permission.

Booth reservations may not be requested from **any** establishment, and none will be approved by the Council, prior to January 3.

COOKIE CREDIT UPDATE

As previously announced, Cookie Credit will now be available until the expiration of a girl's membership in Girl Scouts. Girls may save their Cookie Credit from year to year to use for camp, trips, *destinations*, or whatever they choose from the list of approved uses. This is a great way for girls to set and achieve long-term goals!

Cookie Credit is a **fee reduction system** that reserves a credit of 30 cents per box sold in each girl's name. It is based on total boxes sold (determined at the end of the sale, March 25), and is available for use beginning May 1 of the year earned. Girls must sell at least 50 boxes of cookies to be eligible for Cookie Credit on all boxes of cookies sold. **Cookie Credit is non-transferable and is not paid in cash.** Complete details are provided on the back of the Cookie Sale permission slip, in the Troop Cookie Manual, and on the Cookie Credit certificates the girls receive at the end of the sale.

Cookie Credit will not be accepted after the expiration of membership on September 30 for girls who do not reregister. However, Cookie Credit will be reinstated for girls who reregister during the grace period, ending August 30 of the following year. After that time the credit will be permanently forfeited. Unused credit remains in the General Operating Fund to support all Council programs.



Girls will be encouraged to donate some of their unused Cookie Credit annually to a fund for girl financial aid, and will receive a Council Philanthropy patch for donating to this fund. More information on this donating option will be provided in the months ahead.

COOKIE CLUB -- For online order taking!

The Cookie Club is a safe, membership-only website where girls contact cookie customers using relevant technology used in today's business world. Girls can:

- Ask customers for online orders
- Set sales and learning goals and track their progress
- Review safety information and take an online quiz prior to using the site
- Locate selling tips to help reach their goals
- Record their customer lists so they can be saved and reused each Cookie Season

Girls still must deliver cookies and collect payment in person.

How can girls get started?

Before entering the Cookie Club, each girl must be set up by her group's adult volunteer at <http://cookieclub.littlebrownie.com>. The volunteer acquires permission from parents using the special form provided at training, and then enters the girls into the system. Next, each Girl Scout receives a login and password from the volunteer. A click-by-click Leader's Guide on how to create a troop Cookie Club account is available on the site for additional help.

