



# Cookie Sale News

JANUARY 2012

**Direct Sales Begin: February 11**  
**Booth Sales: February 24 - March 25**

## FIRST DAY SALES - SATURDAY, FEBRUARY 11

Again this year girls will begin selling with cookies in hand beginning the very first day of the sale - February 11. Cookies and payment are exchanged on-the-spot in one quick, easy step. Customers are instantly gratified and girls experience immediate success from a completed transaction. The majority of customers prefer to buy cookies from a Girl Scout at their door, so this will be a great time for families or troops to canvass the neighborhoods for "first day" sales. A single starting date gives everyone an equal opportunity, and the public will be anxious to receive their cookies on the announced starting date! For more information see Direct Sale FAQs on our Cookie Sale page at [www.gseok.org](http://www.gseok.org).

## ORDER CARDS AND DOOR HANGERS

Be sure girls take along their order cards when selling cookies. They can use their cards to track their sales and manage their money, as well as take down additional orders if they run out of a certain variety. They can also use them to share their goals, record sales of Gift of Caring cookies, refer to nutritional information, and collect customer information that they can use to call back or email to see if they would like more cookies. Girls should keep their cards each year to build up a customer base. Give girls their order cards as soon as they receive their cookies.

Door hangers are great for leaving behind when the customer is not home - these can be downloaded from the Cookie Sale page at [www.gseok.org](http://www.gseok.org), or girls can make their own. Be sure to use only girls' first names or initials, and adult contact information. We hear from many people who are waiting for a Girl Scout to come to their door!

## ACH PROCEDURES

As announced last month, 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.

In summary:

- All troops are required to have a GSEOK troop checking account and must provide a voided check. The ACH Electronic Debit Authorization Form, #312F, in last month's takeouts must be completed and given to your Service Unit Cookie Coordinator prior to the beginning of the sale.
- 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.
- Troops will not have to wait for refunds of troop funds at the end of the sale.
- Customer checks that are returned due to nonsufficient funds will be automatically handled by our check collection service, NorthStar Technologies, and will not affect troop proceeds. Complete the form received at training and submit to your bank to allow NSF checks to be handled by NorthStar.
- Troops must ensure there are enough funds available to cover the automatic withdrawal, or advise Council before the withdrawal date. A simple form for early notification of problems will be provided.
- 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 previously mentioned, this is a new process and we are working through the procedures and questions. Please be patient and be prepared for possible changes as we respond to your concerns. More detailed information will be provided separately.

## GIRL SCOUT COOKIE BOOTHS

Not everyone is home when a Girl Scout knocks at their door, so . . . help the girls make plans for some cookie booths. This is THE ONLY way for many people to find their favorite Thin Mints or Samoas. The first day for booth sales is Friday, February 24.

## PLANNING COOKIE BOOTHS

When planning the booth sale, plan for no more than two to four hours at a time (three-hour booths are ideal - preferably within the 9:00-12:00 or 12:00-3:00 or 3:00-6:00 time frames to give other people the same opportunity), with the girls working in one- or two-hour shifts (depending on the age of the girls), and with no more than three or four girls at the booth at one time.

Some retail businesses have a corporate policy prohibiting solicitation or will not allow sales inside. Some procedures vary from location to location within the same company. Contact the store manager at the individual location you are interested in to see what their policy is (as long as it is not part of the locations being coordinated by the Council). Check with your Service Unit Cookie Coordinator or Council Cookie Team if you are unsure of locations in your area. Schedule only one or two dates at popular locations until everyone has a chance; you can check back later in the month to see if dates are still open.



## BOOTH SALE PROCEDURES

Booth sales may be held only at Council-approved locations (commercial establishments where permission has been given) - no vacant lots, unoccupied buildings, or unspecified public places. This is for the protection of the girls, the leaders, and the Council. **Form #307F, Booth Sale Approval**, must be completed for each cookie booth sale, **except those being coordinated by the Council or your Service Unit**. The troop leader or cookie manager should fill out both top and bottom portions of the form 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. You should turn these in as quickly as possible to avoid any booking errors. (Additional forms may be obtained in the Girl Scout Stores, or on our Web site [www.gseok.org](http://www.gseok.org).)

## eBUDDE BOOTH SCHEDULER

**Council Sites** - All participating Walmarts, Walmart Neighborhood Markets, Sam's, Reasor's, Walgreen's, Bass Pro and other chain outlets and locations throughout the Council will be coordinated by the Council or a designated Service Unit, and managed through the booth scheduler program on eBudde. **DO NOT GO TO THESE LOCATIONS** to request times. Reservation opportunities will be opened up through eBudde **beginning at 7:00 p.m. on January 20**. Simply select the location and click the time you want to reserve. The number of reservations allowed at each site will be limited at first, and remaining available slots will be opened up after everyone has a chance in the first-round.



**Troop Sites** - In addition to locations coordinated by the Council, you may make booth sale arrangements with any high-traffic, private business in your area. Troops must enter the information for sites they have selected into the troop sales portion of the eBudde booth scheduler. After entering the information, submit your completed form #307F and when your form is received and approved by the Council, it will be marked as approved in eBudde. Then print the confirmation page and take it to the booth sale to confirm Council permission. All approved sites appear immediately on the Cookie Locator.



## BOOTH SALE PATCH PROGRAM

To qualify for the Booth Sale Patch hold a troop booth sale (or sales) and follow all the steps listed on the evaluation/order form. The patch costs 50 cents each (plus tax) and will be available in the Girl Scout Store. Look for the evaluation and order form at your February Service Unit meeting.

If you have questions, call your Service Unit Cookie Coordinator; or contact Kathy Brandon, Director of Product Sale Programs, [kbrandon@gseok.org](mailto:kbrandon@gseok.org), 918-745-5224 or 800-707-9914, ext. 224; or Elizabeth Poe, Product Sales Specialist, [epoe@gseok.org](mailto:epoe@gseok.org), 918-745-5256 or 800-707-9914, ext. 256.