

# GSHPA Girl Scout Cookie Program Manual



*Powered by:*



## Today's girls are...



Aspiring to make  
an impact and  
**change the world**



Embracing  
challenges and  
**taking risks**



Seeing failure as  
an **opportunity**  
**for growth**



Openness to  
**collaboration**  
and **new ideas**



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**Six in ten girls** have an entrepreneurial mindset.



## The Girl Scout Difference

Girl Scouts are more likely than other girls to have an entrepreneurial mindset and to want to be an entrepreneur in the future.

- Seventy-nine percent of current Girl Scouts have an entrepreneurial mindset, compared to 52% of girls who were never Girl Scouts.
- Ninety-one percent of Girl Scouts are interested (56% very interested) in being an entrepreneur, compared to 71% of other girls (28% very interested).

These differences hold true even when controlling for education, family income, and girls' ages. Girl Scouts particularly shine when it comes to solving problems in their communities, being innovative, increasing their social capital (e.g., knowing how to link with others who can help them achieve their goals), and using failure as an opportunity to learn.



Girls are ready to be leaders in entrepreneurship—they already have the interest and ability, so we just need to support them along the way by giving them more access, assistance, and opportunities.

We need your help advocating for girls. Please share this research with someone who can take action on behalf of girls. We need more amazing advocates like you to make sure the world is ready for entrepreneurial girls, because we know that they're ready to take on the world.

Thank you for all you do for girls!

Today's Girls, Tomorrow's Entrepreneurs  
A Report by the Girl Scout Research Institute



## Three Ways to Take Action

### Celebrate girls' interest in entrepreneurship.

Emphasize to girls that they have what it takes to lead in this space. Acknowledge and encourage girls when you see them—

- Being curious about how things work
- Adapting to a changing environment
- Collaborating with others to accomplish a goal
- Taking initiative on a project or even a simple task
- Embracing challenges, even when things are difficult
- Trying again when things don't work the first time
- Celebrate the great things girls are already doing

Help them see that their experiences innovating, leading, organizing, and fundraising are a foundation for entrepreneurship and a way to change the world.

### Connect girls to entrepreneurs.

To pave the way for more girls' entrepreneurial success, they must have access to networking, role models, and mentors.

Entrepreneurs who have a mentor are more likely to start a business that succeeds over time. And mentors help close the gender gap in business—when mentored, female-owned businesses are as successful as male-owned businesses (measured by equivalent growth, job creation, and longevity).

Schedule face-to-face time between girls and female entrepreneurs or innovators. These women can clarify some of the ambiguity about how to get started; answer questions about how they have handled stereotypes about women in business, stress, and the risk involved; and, ultimately, inspire girls to work hard to meet their fullest potential. Encourage guest entrepreneurs to talk about:

- The moment they knew they wanted to be an entrepreneur
- How they figured out where to start
- A major setback they had to overcome in their career
- How they built their network of support
- How their business makes the world a better place
- How they take care of themselves physically and mentally



### Encourage opportunities to learn about and practice entrepreneurial skills.

- Provide girls with the learning opportunities they're asking for, including more access to experiences that help them practice and overcome the fear of failure.
- Give girls the opportunity to “try on” entrepreneurship in safe places. The Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world—is one example where girls get hands-on experience practicing a variety of skills, such as goal setting, decision making, money management, people skills, and business ethics as they learn to think like entrepreneurs. Each year, participating girls can earn one of the Financial Literacy badges and Cookie Business badges with their Girl Scout team, plus the Cookie Entrepreneur Family pin alongside their family.
- Help girls channel their fear of failure and risk taking into learning. Challenge them in ways that fuel their desire for creativity and their ability to learn from failure or setbacks. And don't just recognize their finished product or project but celebrate and encourage them when they persist through challenges and setbacks along the way.
- Teach girls about social entrepreneurship. We know that girls want to make the world a better place, so teach them about social entrepreneurs who've done just that to showcase the power of entrepreneurship as a way to improve society.
- Ensure that girls have access to financial literacy education that grows as they grow. Girls are curious about how to become financially independent and interested in opportunities to learn more about it. Talk to them about finances and give them hands-on experience managing their own money. Girls can earn a Financial Literacy badge every year they're in Girl Scouts, allowing them to build skills over time.

**78%**  
*of girls are interested  
in becoming an  
entrepreneur in the  
future*

**76%**  
*are interested in  
starting their own  
company*

**84%**  
*want to lead a cause or  
campaign for something  
they believe in*

Today's Girls, Tomorrow's Entrepreneurs  
A Report by the Girl Scout Research Institute





## What is the Girl Scout Cookie Program?

The Girl Scout Cookie Program is a Girl Scout fundraising program facilitated by GSUSA, GSHPA, and Little Brownie Bakers. The Girl Scout Cookie Program is an integral part of a Girl Scout's journey toward leadership. Girls that participate in this program learn and develop essential entrepreneurial skills.

## Why Participate?

Decades ago, Juliette Gordon Low, Girl Scouting's founder, was convinced that girls should learn the skills to earn their own way and contribute to troop support. She wanted girls to learn skills that would increase their self-confidence and that would add new dimensions to their lives.

The Girl Scout Cookie Program not only offers unique learning opportunities for individual Girl Scouts but it also helps fund the entire Girl Scout experience.

Proceeds from the program can help fund troop adventures and activities as well as give troops the means to give back to their community.

Proceeds also go toward funding programming and experiences for all GSHPA members.

GSUSA Product Sales Guidelines



# Five Skills



goal setting



decision-making



money management



people skills



business ethics

## Girl Scout Promise

On my honor, I will try:  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law



## Girl Scout Law

I will do my best to be  
honest and fair,  
friendly and helpful,  
considerate and caring,  
courageous and strong,  
responsible for what I say and do  
and to  
respect myself and others,  
respect authority,  
use resources wisely  
make the world a better place,  
and  
be a sister to every Girl Scout.

The lesson of the Product Program five skills for girls are best learned when a girl is an active participant in all aspects of the Girl Scout Cookie Program experience.

Often the real benefits of participation are not realized until later in life. Many former Girl Scouts - including some of this country's top career women - remember their participation in the Girl Scout Product Programs fondly.

Looking back they realize how much they benefited from overcoming their shyness and learning to talk to strangers, setting and achieving goals, or from discovering a love for entrepreneurship or a talent for planning and organizing.

These benefits come from an active involvement in the Girl Scout Product Programs, a girl's partnership with her troop volunteers and parents/guardians to achieve a goal.



**Business Ethics** – Girls learn the importance of honesty and responsibility by following product guidelines and incorporating the Girl Scout Promise and Law into their entrepreneurial experience.

**Decision Making**– Girls decide where and when to sell cookies, how to market their sale, and what to do with their earnings.

**People Skills** – Girls are challenged with developing their people skills as they converse with customers about the program and their Girl Scout experience. The Fall Fundraise program also provides girls with the opportunity learn and execute excellent customer service techniques. By practicing their interpersonal skills, girls learn how to relate to new people in new ways.

**Goal Setting** - Goal setting is a vital part of the program and the entire Girl Scout experience. She'll set her own goals and talk with her troop about all they want to accomplish during the Girl Scout Cookie Program.

**Money Management** – Girls learn the value of managing money weill, building budgets and how to reach their financial goals. For many girls, this may be their first experience in the essential money management skills of budgeting, accounting and allocating funds.

## One Team, One Dream

Underlying all lessons that girls can learn from their participation in the Girl Scout Cookie program is the girl/adult participation. Ideally, this is a partnership between the girl, her troop volunteers and her parent/guardians. It is important to remember that girls and adults are in partnership when an adult:

- Works together with a girl to complete a task, resolve an issue or plan an activity
- Helps a girl to decide by asking questions rather than providing answers
- Guides rather than leads
- Advises rather than judges
- Helps a girl to be the person she wants to be
- Working together with a girl to make plans and set goals
- Assisting a girl by giving her access to the information and training she needs
- Guiding a girl in understanding the finances of the program and letting her practice the skills
- Adivsing a girl on ethics and fair practices and letting her make her own decisions and accept the consequences
- Helping a girl understand her responsibility to support her local council but ensuring that her participation is voluntary

GSUSA Product Sales Guidelines





# Glossary

**ACH Withdrawal** – Automatic Clearing House an electronic sweep of funds from the GSHPA approved troop bank account

**Case** - term used for a container of cookies consisting of 12 packages

**Cookie Cupboards** - volunteer managed storage sites where troops/Juliettes can order additional inventory during the Direct Sale period

**Council-Sponsored Cookie Booths** - pre-approved Girl Scout Cookie Booths coordinated by GSHPA

**Delivery Agents** – GSHPA is partnered with two delivery agents who are responsible for storing and transporting product to Service Units: Parks Van & Storage and Matheson Moving Company

**Delivery Week** - the week delivery agents transport product from warehouses to a Service Units

**Digital Order Card (DOC)** - GSUSA online sales platform for selling Girl Scout Cookies

**Direct Sale** - begins after the delivery of initial orders; a period of selling whereby girls have cookies in hand

**eBudde**- Little Brownie Bakers online platform for GSHPA staff and volunteers; used to manage and facilitate the GSHPA Girl Scout Cookie Program

**Family Agreement Form** – must be signed by the parent/guardian of each Girl Scout participating in the Girl Scout Cookie Program; included with troop materials; digital form available; must be retained by TCC for one year

**Gift of Caring (GOC)** – online donation program facilitated by GSHPA in which girls collect payment for online donated cookie packages through Digital Cookie; GSHPA donates packages to the receiving organization after the conclusion of the program

**Girl Opportunity (GO!) Dough** – girl reward earned through the GSHPA Product Programs; girls can apply GO! Dough funds toward any Girl Scout related activity by filling out the online GO! Dough usage form; GSHPA keeps a running record of GO! Dough balances for each Girl Scout

**Girl Rewards** – rewards earned by individual girl based on packages sold/participation levels

**Girl Scout Cookie Booth** - pre-approved direct sale opportunity for Girl Scouts to sell Girl Scout Cookies directly to hte public

**GSHPA Product Program Toolkit** – website housing resources, communications, updates and tools related to the GSHPA Product Programs

**gsLearn** – online Girl Scout platform accessed through MYGS account; houses all required and optional Product Program trainings

**Initial Order** - first phase of the Girl Scout Cookie Program; girls collect orders prior to having Girl Scout Cookies in hand

**Initial Order Rewards** - rewards earned based on packages sold during the Initial Order Period; delivered prior to Delivery Week

**Juliette** – individually registered Girl Scout; parent/guardian acts as the Product Program manager

**Member Services** – GSHPA staff members available to assist with general questions about the Girl Scout Cookie Program

**Opt Out** – Junior+ level troops can decide to opt out of rewards and receive an extra five cents per item in troop proceeds;

**Order Card** - Physical order cards used before girls have cookies in hand, to collect in-person orders.

**Packages** - term used for an individual box of Girl Scout Cookies

**Parent Debt Form** – online form for FFTM to submit should a girl/family fail to submit payment owed to the troop

**Per Girl Average (PGA)** - the average number of packages an individual Girl Scout sells; calculated by taking the total number of packages sold and dividing by number of girls actively selling

**Rally** – girl event/activity to help prepare girls participating in the Girl Scout Cookie Program; girls can participate in the GSHPA Virtual Rally or attend an in-person Service Unit rally; if Service Units are not coordinating a rally, troops are welcome to host their own rally

**Rewards** – prizes/experiences girls earn during the Girl Scout Cookie Program; rewards levels are determined by total sales amounts

**Service Unit Cookie Chair** - GSHPA volunteer responsible for supporting TCC in their assigned Service Unit throughout the duration of the Girl Scout Cookie Program

**Troop Cookie Booth** – Girl Scout Cookie Booth coordinated by GSHPA volunteers; must be pre-approved by owner of site and pre-approved in eBudde

**Troop Cookie Chair** - GSHPA volunteer responsible for supporting girls and families in the troop throughout the Girl Scout Cookie Program

**Troop Materials** – materials needed for troops and girls to participate in the Fall Fundraise program; includes nut/candy order card, online program flyer, training guides and more

**Troop Proceeds** – the collective funds a troop earns as girls participate in the Girl Scout Cookie Program

**Volunteer Support Coordinator** - GSHPA staff member responsible for supporting SUCC throughout the duration of the Girl Scout Cookie Program







# MEET THE GIRL SCOUT COOKIES®



## All our cookies have...

- NO High-Fructose Corn Syrup
- NO Partially Hydrogenated Oils (PHOs)
- Zero Grams Trans Fat per Serving
- RSPO Certified (Mass Balance) Palm Oil
- Halal Certification

### adventurefuls™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt. Approximately 15 cookies per 6.3 oz. pkg.

- Real Cocoa

**NEW!**



### lemon-ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

Crispy lemon cookies baked with inspiring messages to lift your spirits.

Approximately 12 cookies per 6.2 oz. pkg.



### samoas®

Crisp cookies with caramel, coconut, and dark chocolaty stripes.

Approximately 15 cookies per 7.5 oz. pkg.

- Real Cocoa
- Real Coconut



### tagalongs®

Crispy cookies layered with peanut butter and covered with a chocolaty coating.

Approximately 15 cookies per 6.5 oz. pkg.

- Real Cocoa
- Real Peanut Butter



### do-si-dos®

Oatmeal sandwich cookies with peanut butter filling.

Approximately 20 cookies per 8 oz. pkg.

- Made with Natural Flavors
- Real Peanut Butter
- Whole Grain Oats



### trefoils®

Traditional shortbread cookies.

Approximately 38 cookies per 9 oz. pkg.



### thin mints®

Crisp, chocolaty cookies made with natural oil of peppermint.

Approximately 30 cookies per 9 oz. pkg.

- Made with Vegan Ingredients
- Real Cocoa



### girl scout s'mores®

Graham sandwich cookies with chocolate and marshmallowy filling.

Approximately 16 cookies per 8.5 oz. pkg.

- Made with Natural Flavors
- Real Cocoa



### toffee-tastic®

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg.

- No Artificial Flavors





## Service Unit Cookie Chair

**Summary:** Coordinate positive promotion of the Cookie Program within your assigned Service Unit – coordinating with other volunteers, troops, parents and girls to create a successful program experience.

**Responsibilities:** Coordinate positive promotion of the Cookie Program within your assigned Service Unit – coordinating with other volunteers, troops, parents and girls to create a successful program experience.

- Ensure Girl Scout troops within your specified Service Unit are equipped to manage the Cookie Program:
- Ensure knowledge and expectations of the Cookie Program: online program, initial order, goal getter, direct sale (i.e. booths) cupboard transactions etc.
- Organize Troop Cookie Liaison training in collaboration with your Volunteer Support Coordinator
- Ensure knowledge and competency of the eBudde online platform: managing orders, signing up/requesting approval for booths, submitting pending transactions, selecting/submitting girl rewards etc.
- Organize a Cookie Rally (encouraged by not required)
- Receive, sort and distribute the following to the troops within your specified Service Unit:
  - Cookie troop materials
  - Cookie rewards
- Maintain partnership with Volunteer Support Coordinator to ensure Service Unit goals are met or exceeded

### Core Competencies:

**Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun

**Personal Integrity:** Demonstrate dependability, honesty, and credibility

**Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments

**Communication:** Express ideas and facts clearly and accurately

**Fostering Diversity:** Understand and embrace differences

### Additional Competencies, Skills, or Requirements:

Be a registered member of Girl Scouts of the USA (GSUSA) and an approved volunteer with Girl Scouts in the Heart of PA who is at least 18 years of age A person serving in this position is required to have the appropriate background clearances required by GSHPA and the State of PA on file, as well as be in good standing.

## Troop Cookie Chair

**Summary:** Coordinate positive promotion of the Cookie Program within your assigned troop – coordinating with other volunteers, parents and girls to create a successful program experience.

### Responsibilities:

- Ensure Girl Scouts and families within your specified troop(s) are equipped to manage the Cookie Program:ww
- Ensure knowledge and competency of the Cookie Program: online program, initial order, goal getter, direct sale (i.e. booths) cupboard transactions etc.
- Ensure knowledge and competency of the eBudde online platform: managing orders, signing up/requesting approval for booths, submitting pending transactions, selecting/submitting girl rewards etc.
- Ensure girls have the necessary inventory to fill cookie order throughout the duration of the Cookie Program
- Receive, sort and distribute the following items to the girls/families within your specified troop:--Girl materials -Cookie orders (initial orders/girl delivery orders/additional) -Cookie rewards

### Core Competencies:

**Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun

**Personal Integrity:** Demonstrate dependability, honesty, and credibility

**Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments

**Communication:** Express ideas and facts clearly and accurately

**Fostering Diversity:** Understand and embrace differences

### Additional Competencies, Skills, or Requirements:

Be a registered member of Girl Scouts of the USA (GSUSA) and an approved volunteer with Girl Scouts in the Heart of PA who is at least 18 years of age A person serving in this position is required to have the appropriate background clearances required by GSHPA and the State of PA on file, as well as be in good standing.

## Girl Scout Cookie Cupboard

**Summary:** Coordinate positive promotion of the Cookie Program by managing a local location for troops to order and pick up inventory during the direct sale portion of the program

**Responsibilities:** Coordinate positive promotion of the Cookie Program within your assigned Service Unit – coordinating with other volunteers, troops, parents and girls to create a successful program experience.

- Designate a clean and safe environment to house cookies during the direct sale portion of the Cookie Program
- Be available to receive cookie deliveries (as needed) throughout the duration of the direct sale portion of the Cookie Program
- Ensure knowledge of the online platform eBudde and respond to pending transactions in a timely manner
- Document each troop transaction with a physical or digital receipt
- Ensure accurate inventory management throughout the duration of the direct sale portion of the Cookie Program

### Core Competencies:

**Girl Focus:** Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun

**Personal Integrity:** Demonstrate dependability, honesty, and credibility

**Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments

**Communication:** Express ideas and facts clearly and accurately

**Fostering Diversity:** Understand and embrace differences

### Additional Competencies, Skills, or Requirements:

Be a registered member of Girl Scouts of the USA (GSUSA) and an approved volunteer with Girl Scouts in the Heart of PA who is at least 18 years of age A person serving in this position is required to have the appropriate background clearances required by GSHPA and the State of PA on file, as well as be in good standing.

## Girl Scout Family Responsibilities

**Summary:** Coordinate positive promotion of the Cookie Program with your Girl Scout and her assigned troop – coordinating with GSHPA staff, volunteers, parents and girls to create a successful program experience.

### Responsibilities/Tasks:

- ensure my Girl Scout is registered for the current Girl Scout membership year;
- ensure my words and actions abide by the Girl Scout Law and Girl Scout Promise;
- maintain a valid email address for all program communications;
- ensure my Girl Scout is selling product in accordance with all GSHPA Product Program guidelines (dates, locations, prices, etc.);
- accept financial responsibility for all product ordered and money received by my Girl Scout;
- ensure my Girl Scout has adult supervision while selling at all times;
- coordinate with my TCC(s) to submit all orders and order forms by designated date;
- pick up product at the time, date and location designated by the TCC(s);
- sort and distribute product to customers within one week of receipt;
- pick up rewards at the time, date and location designated by the TCC(s);
- ensure payment for product has been submitted to the troop by the deadline set by the TCC.

### Additional Competencies, Skills, or Requirements:

I understand that only a Girl Scout registered for the current Girl Scout year is permitted to sell Girl Scout product. I understand that the products cannot be returned to Girl Scouts in the Heart of Pennsylvania for any reason. I understand and agree that if I do not pay for the products accepted by my Girl Scout, Girl Scouts in the Heart of Pennsylvania may take collection action against me. I understand that if I do not pay the entire balance due in full and my account is forwarded for further collection efforts, I will be responsible for any and all reasonable collection fees, attorney fees, filing fees, service costs and disbursements incurred as a result of the collection efforts.



## GSHPA Approved

Review the following requirements to ensure you are prepared to participate in the Girl Scout Cookie Program:

### Troops

- active troop status with a minimum of 2 registered Girl Scouts and 2 approved GSHPA volunteers
- troop bank account registered with GSHPA
- good financial standing with GSHPA
- a minimum of 1 approved Troop Cookie Chair

### Cookie Chairs

- registered for current Girl Scout membership year
- all current background checks on file with GSHPA
- good financial standing with GSHPA
- complete role specific training for the Girl Scout Cookie Program
- submit role specific agreement form to GSHPA

### Girls

- registered for current Girl Scout membership year
- good financial standing with GSHPA
- submit Family Agreement form to Troop Cookie Chair

## Girl Scout Cookie Materials

### Troop Materials

- **Troop Cookie Chair Guide** - training guide for TCC to reference throughout the Girl Scout Cookie Program
- **Troop Envelope** - jumbo envelope to store all paperwork associated to the Girl Scout Cookie Program (receipts, agreement forms, extra materials etc.) - 1 per Troop
- **Receipt Book** - use the receipt books to record cookie transactions (a transaction occurs any time a parent/guardian collects cookies from a troop)
- **One Package of Girl Scout Cookies** - each GSHPA troop participating in the Girl Scout Cookie Program will receive one free package of Girl Scout Cookies along with their troop materials. How these cookies are used is up to the troop. Consider using these as samples at a Girl Scout Cookie Booth.

### Girl Materials

- **Girl Order Card** - order form for girls to use to collect in-person Initial Orders - 1 per girl
- **Family Agreement Form** - agreement to be reviewed and signed by parents/guardians supporting their Girl Scouts participation in the Girl Scout Cookie Program; to be retrained by TCC for one year

### Additional Information

- Cookie Materials are delivered to the Service Unit Cookie Chair prior to the start of the program
- It is the responsibility of the Service Unit Cookie Chair to distribute materials to participating Troops and Juliettes in their assigned Service Unit
- Contact your Volunteer Support Coordinator if additional materials are needed
- Digital copies of the Cookie Materials can be found on the GSHPA Product Program Toolkit

## Be Prepared

**DID YOU KNOW?** The Girl Scout motto is “Be prepared.” In the 1947 Girl Scout Handbook, the motto was explained this way: “A Girl Scout is ready to help out wherever she is needed. Willingness to serve is not enough; you must know how to do the job well, even in an emergency.” The same holds true today.

### Family Meetings

The more families are informed of the Girl Scout Cookie Program, the more successful your experience will be. Take time to meet with girls and families prior to the start of the the Girl Scout Cookie Program. Use the **Girl Scout Cookie Program Family Meeting Guide** to help you plan your family meeting. Have converstaions with parents/guardians about how they can contribute toward the success of your Troop’s Girl Scout Cookie experience.

### Girl Scout Cookie Program Rallies

Rallies are a great way to get girls excited and prepared for the Girl Scout Cookie Program. Service Unit’s are encouraged to plan in-person rallies. Girl Scout Cookie Program rally patches and samples can be requested from GSHPA while supplies last.

Girl Scout Cookie Rally guides and resources can be accessed on the GSHPA Product Program Toolkit. GSHPA volunteers can host their own rally at the Service Unit or Troop level.

**GSHPA Virtual Rally** - Girl Scouts also have the opportunity to participate in GSHPA Virtual Rallies. This can be done individually or together as a Troop.

Girls that participate in and complete the GSHPA Virtual Rally, can earn a rally patch by submitting the online rally form.





## Be Safe

1. Show you're a Girl Scout. Wear the Girl Scout membership pin, vest, sash, or other Girl Scout clothing to identify yourself as a Girl Scout.
2. Buddy up. Always use the buddy system. It's not just safe, it's more fun.
3. Be streetwise. Become familiar with the areas and neighborhoods where you'll be selling cookies.
4. Partner with adults. Adults must accompany Girl Scout Daisies, Brownies, and Juniors when they're taking orders, selling products, or delivering product. Girls in grades 6–12 must be supervised by an adult when selling door-to-door and must never sell alone.
5. Plan ahead. Be prepared for emergencies, and always have a plan for safeguarding money.
6. Do not enter any homes or vehicles. Never enter someone's home or vehicle when you're selling or making deliveries. Avoid selling to people in vehicles, or going into alleys.
7. Sell in the daytime. Sell only during daylight hours, unless accompanied by an adult.
8. Protect privacy. Girls' names, home addresses, and email addresses should never be given to customers. Protect customers' privacy by not sharing their information except when necessary.
9. Be safe on the road. Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading products and passengers from vehicles.
10. Be safe online. Read and agree to the [GSUSA Internet Safety Pledge](#) before conducting any online activities.

## Additional Safety Materials

**Supplemental Safety Tips for Online Marketing**

**Practical Tips for Parents**

**Safety Tips for Product Sales**

**Digital Marketing Tips for Cookie Entrepreneurs and Families**



## Ways to Participate

There are a variety of ways for Girl Scouts to participate in the Girl Scout Cookie Program. Girls are encouraged to participate in each opportunity to ensure growth and development in the 5 essential skills of the Girl Scout Cookie Program:



### Order Taking

Girls can use their order card to collect in-person orders. Girls should not collect money for any in-person order prior to delivery unless the customer is choosing to donate cookies.



### Online

Digital Cookie is a GSUSA approved web platform that girls can use to expand their cookie business! Customers can purchase cookies to be shipped, delivered by the Girl Scout or donated. All Digital Cookie Orders are paid by credit card from the customer.



### Cookies In Hand

Once Girl Scout Cookies are delivered to GSHPA, girls and Troops have the opportunity to order additional packages to sell directly to customers.

## Girl Scout Cookie Donation Programs

### Gift of Caring - GSHPA Donation Program

Girl Scouts are always looking to make the world a better place and the Girl Scout Cookie Program is no exception. GSHPA is proud to facilitate the Gift of Caring program as an online council wide campaign to collect Girl Scout Cookie donations for deserving organizations.

#### How to participate:

Through Digital Cookie, girls can encourage their customers to donate online by adding Gift of Caring package to their order. Customers will pay for this donation online through Digital Cookie or girls can use the Digital Cookie app to collect credit card payment (there are no shipping fees associated with the Gift of Caring packages). At the end of the Girl Scout Cookie Program, GSHPA will collect the total the number of Gift of Caring packages and arrange to have the packages delivered to the receiving organization.

### GSHPA Troop Donations

While girls are encouraged to participate in the Gift of Caring Donation Program, Girl Scout Troops can select a donation recipient they wish to collect Girl Scout Cookie packages for.

#### When collecting Troop donations, Girl Scouts should be prepared to:

- display signage about where packages are being donated
- discuss details about the receiving organization to customers
- collect money from customers and deposit into the Troop Bank account
- donate packages to receiving organization as soon as possible
- send pictures to GSHPA; we would love to share the great work your Troop is doing

#### Donation restrictions:

Due to IRS guidelines, Girl Scouts are restricted from collecting monetary donations for their Troop or any other organization. Should a customer insist on donating monetary funds, those donations must be used to purchase packages by the troop and donated to a charity/organization of their choice.

## Direct Sale Participation Ideas

Once all GSHPA troops have picked up their Initial Orders, Girl Scouts are approved to sell cookies directly to customers. There a number of ways girls can sell Girl Scout Cookies to customers:

### Girl Scout Cookie Booth

Receive approval from retailers and GSHPA to set up shop and sell Girl Scout Cookies directly to customers.

### Girl Scout Cookie Caravan

Decorate a vehicle and drive around a low traffic area to promoate your Girl Scout Cookie sale.

### Girl Scout Cookie Drive-Thru

Set up a Girl Scout Cookie drive-thru to give customers a quick and easy way to purchase cookies without leaving the comfort of their own vehicle.

### Girl Scout Cookie “Lemon Up” Stand

Set up a mini booth in your own front yard to make sure your neighbors know where to get their favorite Girl Scout Cookies.

### Girl Scout Cookie Walkabout

Load up a wagon with Girl Scout Cookies, make signs and “walk about” to make your business mobile.



## Phases of GSHPA Girl Scout Cookie Program

### Digital Cookie Holiday Pre-Sale

Opportunity for girls to sell Girl Scout Cookies online to customers just in time for the holidays. Only includes online direct shipped and online donations. Girl delivery will not be available during the pre-sale.

### Initial Order Period

Official start of the GSHPA Girl Scout Cookie Program where girls can use order cards to collect in-person orders and set up their Digital Cookie account to collect online orders: direct shipped, donations and girl delivery. All in-person orders must get submitted to the TCC by the designated deadline.

At the end of the initial order period each girl/family is responsible for turning in the total number of packages she needs to fulfill the in-person orders she has collected thus far to the FFTM. The TCC will then enter the total amounts by flavor for each girl in the eBudde system by the designated deadline set by GSHPA. These amount should not include packages needed to fulfill Girl Delivery orders collected during the Initial Order period as those are automatically tracked and accounted for in eBudde.

**Extra Troop Packages** - In order to expedite the Initial Order pick up process, all troop Initial Orders are rounded up to the nearest case. For example, if your troop needs a total of 8 packages of Thin Mints, your troop order will be rounded up to 12 packages. The extra packages from the troop Initial Order can be used in a variety of ways: fulfill troop donations, fulfill additional girl orders, sold at Girl Scout Cookie booths, etc. Troops are financially responsible for these extra packages.

### Delivery Week - Troop Pick Up

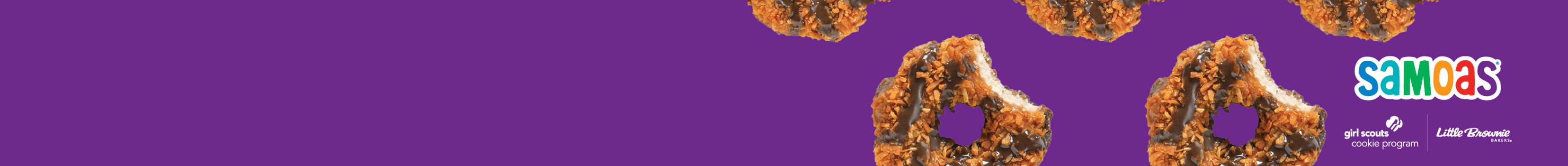
GSHPA partners with third party Delivery Agents to store and deliver product to Service Units throughout the 30 county footprint. Troop Initial Order’s will be delivered during the designated delivery week. Additional product will be delivered to Cookie Cupboards throughout the duration of the Direct Sale Period. TCCs must have someone available to pick up the Troop’s order on the day scheduled for their assigned Service Unit.

### Direct Sale Period

Phase in which Girl Scouts and Troops have Girl Scout Cookies in hand and can sell directly to customers. Girls are encouraged to continue collecting orders through Digital Cookie and can even continue to collect orders if they don’t have cookies readily available. Troops can order additional Girl Scout Cookies from local Girl Scout Cookie Cupboards through eBudde as needed. Cupboards will be restocked on a weekly basis as needed and while supplies last.







## Rewards

Rewards are a great way to motivate girls toward reaching their cookie goals. A full list of available rewards can be found on the girl order card. Rewards are cumulative which means the more girls sell, the more they earn!

**How To Earn Rewards** - reward levels are based on the amount of packages sold by a Girl Scout; certain rewards must meet additional crieteria to be earned (i.e. initial order rewards, digital cookie rewards, etc.)

**Selecting Rewards** - at various reward levels, girls will have the option to pick between two different reward options; girls may also need to indicate a size for wearable rewards; TCCs can make reward selections for each of their Girl Scouts from their eBudde account

**Picking Up Rewards** - Service Units will receive two shipments of Girl Scout Cookie Rewards: initial rewards and final rewards; SUCC are to count rewards upon delivery and ensure they have received the full order for their Troops; it is the responsibility of the SUCC to sort rewards by troop and report any missing/damaged rewards within two weeks of receipt

**Distributing Rewards** - girls work hard to reach their goals and earn their desired rewards; TCCs should make every effort to sort and distribute rewards to participating Girl Scouts as soon as possible

**Highest Level Rewards** - while the majority of the rewards earned through the Girl Scout Cookie Program are selected and fulfilled by Little Brownie Bakers, GSHPA coordinates the distribution/implementation of the highest level rewards for top-selling Girl Scouts.

**Pop Up Promotions** - be on the lookout for fun pop up promotions outside of the standard program rewards; these rewards will be mailed directly to the selected Girl Scouts

## GO! Dough - Girl Opportunity Dough

- GO! Dough can be applied to any Girl Scout related activity or merchandise
- Girls can use funds right away or save them for later
- GO! Dough can be applied to any Girl Scout related activity or merchandise
- Balances are tracked and managed by GSHPA Member Services/Finance Team
- Girls will receive an email after the program with their updated GO! Dough balance
- Families can submit the online **GO! Dough Usage form** to redeem their GO! Dough

## Girl Programming

### Cookie Rookie

The Cookie Rookie Program is designed to support and incentivize Girl Scouts who are participating in the Cookie Program for the first time. Cookie Rookies will learn the significance of knowing your product, working toward a goal, creating a sales pitch, what makes a great Girl Scout Cookie booth, and how to stay safe while participating in the Girl Scout Cookie Program. The complete Cookie Rookie Program can be found on the GSHPA Product Program Toolkit under Girl Programs. Once a girl completes the activities, she can submit an online form to have her Cookie Rookie patch mailed directly to her!



### Cookie Captain

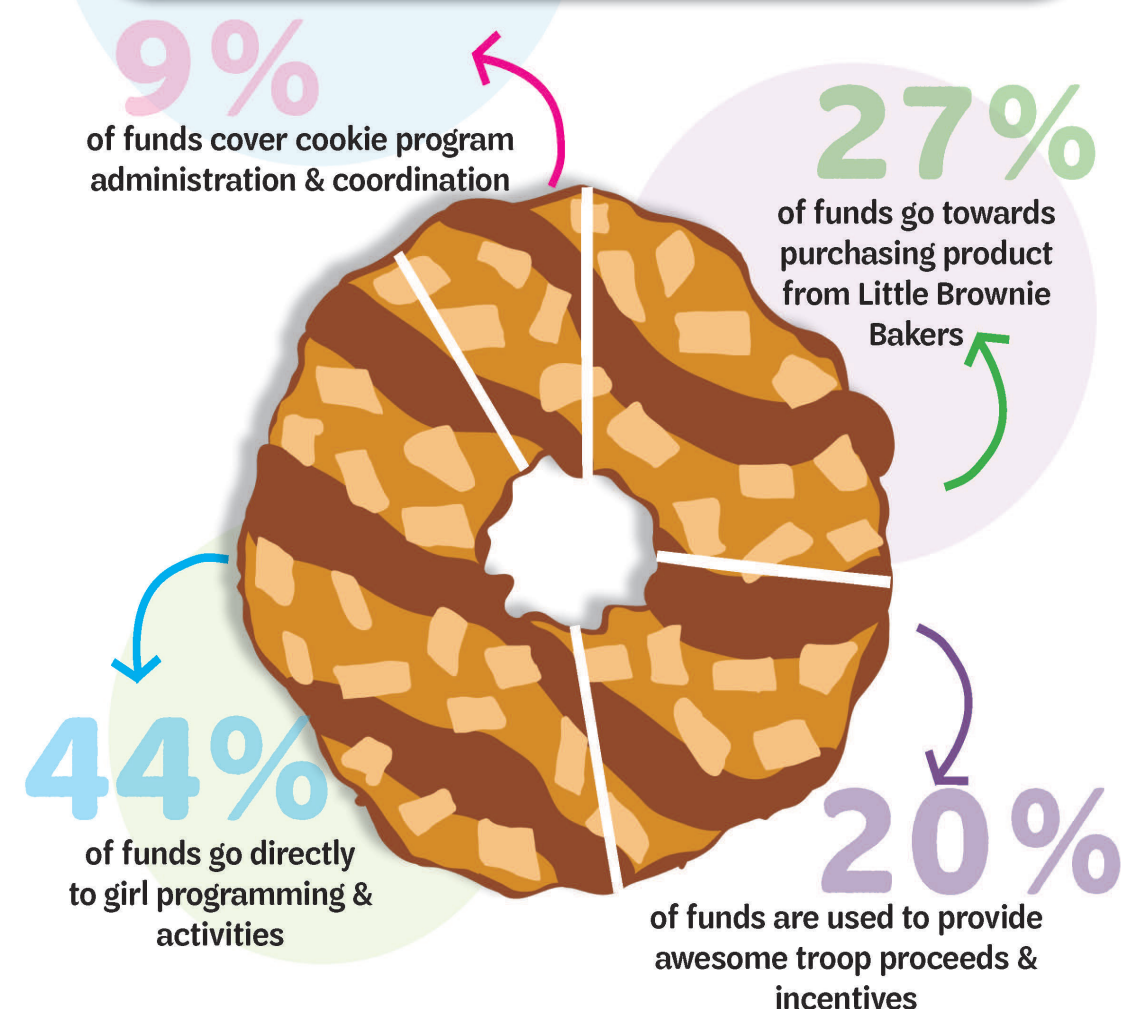
The Cookie Captain program provides older Girl Scouts the opportunity to mentor and educate Daisy and first-time selling Girl Scouts on the promising practices to have a successful Girl Scout Cookie Program. As Cookie Captains, Girl Scouts will complete Cookie Captain training and identify Girl Scouts they will commit to mentoring throughout the Girl Scout Cookie Program. Once a Cookie Captain successfully mentors a group of younger Girl Scouts throughout the Girl Scout Cookie Program, she can submit the online Cookie Captain form to have her patch mailed directly to her!



## How the Cookie Crumbles



### HOW THE Cookie Crumbles...



## Troop Proceeds

No matter what troops have planned for this year, the Girl Scout Cookie Program can help offset costs. Troop proceeds are the portion of funds a troop retains from the Girl Scout Cookie Program. Each Troop will retain a portion of the cookie sale proceeds. The chart below shows the rate a troop will earn per package sold. Tiers are based on the per girl average of girls selling.

Per Girl Average	Rate Per Package	*Opt Out Rate
1-149 packages	\$0.65	\$0.70
150-200 packages	\$0.70	\$0.75
201-250 packages	\$0.75	\$0.80
251+ packages	\$0.80	\$0.85

\*Only Junior troops and older are eligible to opt out

**How to calculate proceeds:** Take the total amount of packages sold and divide by the number of girls selling in your troop; if a girl is in your troop but is not credited with any packages, she will not count against your Troop PGA

**Opting Out:** For Junior, Cadette, Senior and Ambassador program levels, Troops have the option to opt out of physical rewards to earn additional Troop proceeds instead; multi-level troops that have a majority of girls Junior level or older are also eligible to opt out; opting out is a Troop decision and cannot be applied to individual girls; Troops opting out of physical rewards, must inform the families of this decision; girls in troops that are opting out are still eligible to earn patches associated with the GSHPA Girl Scout Cookie Program

**Spending proceeds:** Troop proceeds should benefit the troop as a whole; to stay in accordance with IRS guidelines and maintain our 501 (c)(3), proceeds cannot be distributed to individual girls based on participation level; girls should have the final say on how troop proceeds are used; TCCs should be intentional about communicating how Troop proceeds will be used to families.







# Money Management

One goal of the Girl Scout Cookie Program is to teach girls how to manage money well. Families and volunteers can set good examples for girls by clairfying expectations, documenting transactions and clearly communicating deadlines for in-person orders from customers.

## Promising Practices for Girls

- Money for in-person orders should be collected from the customer at the time the order is placed (only exception: donations)
- Participating Girl Scout families must turn in-person order payments in full by the deadline set by the TCC
- Only accept checks from trusted individuals who can be contacted should there be any issues with the check
- Both parents and volunteers should sign the receipts and receive copies. This is for everyone’s protection in the event of a discrepancy
- Parents are responsible for all products signed for/received
- Parents/guardians are responsible for all payments collected from customers and submitting that money to the FFTM

## Promising Practices for Troops

- Ensure your troop bank account is registered with GSHPA
- Set a deadline for girls/families to turn in all money due
- Ensure all money is in troop bank account by the ACH Withdrawal
- Use receipt to document all Girl Scout Cookie transactions
- Keep a copy of all paperwork/receipts
- Only accept checks from people you know and are comfortable with contacting if there is a problem (make payable to troop)
- GSHPA will not cover any fees associated with bounced checks/insufficient funds

## Parent Debt

By signing the Family Agreement form, families are taking on the financial responsibility for all cookie orders placed by their Girl Scout. If a family fails to make payments to a troop by the designated deadline, TCCs will need to follow the Parent Debt process to relieve the troop of the financial responsibility owed by the family:

### Parent Debt Process:

1. Make at least three attempts to collect payment from family; collect documentation of these contact attempts (emails, screenshots, etc.)
  2. Collect all receipts signed by the parent/guardian listing the amount of packages orderedfrom the troop
  3. Submit the Parent Debt Form located on the Forms page of the GSHPA website (www.gshpa.org) along with proof of contact attempts, receipts and any other relevant documentation
- Once the TCC submits all documentation, the family becomes indebted to GSHPA; the amount owed from the family will be deducted from the troop’s total amount owed to GSHPA
  - After the form has been submitted, families will make direct payment to GSHPA; do not accept payment from families once form is submitted

## Ineligible Status

A Girl Scout receives ineligible participation status when the family owes payment to GSHPA/ collections AND the girl/family is not actively following a payment plan; ineligible girls are restricted from participating in the in-person portion of the Product Programs until the family’s debt is paid in full; ineligible girls are permitted to participate in the online program as payment for online orders come directly to GSHPA; girls/families will be notified of their ineligible status by the GSHPA Finance Department; once full payment is received, the Girl Scout is approved to participate in all aspects of the next GSHPA Product Program



## Delivery Week

A few weeks after the Initial Order is placed with Little Brownie Bakers, GSHPA will designate a week to have product delivered across the 30 county footprint in central PA. This will include the Initial Order's for each Service Unit and Initial Order's for all participating Girl Scout Cookie Cupboards.

### Delivery Agents:

- GSHPA partners with two delivery agents for the Girl Scout Cookie Program: Parks Van and Storage and Matheson Moving Company
- We understand the importance of knowing your delivery information as soon as possible and will work with the agents as quickly as possible to get finalized details finalized
- Delivery agents have the final say on the product delivery schedule
- Delivery times will be determined once the final Initial Order for GSHPA is submitted to Little Brownie Bakers

### Delivery Types:

- **Mega-Drop w/ agents** - Saturday delivery; multiple Service Units; agents on-site loading vehicles with product
- **Mega-Drop w/o agents** - Saturday delivery; multiple Service Units; agents deliver product prior to troop pick up; GSHPA staff/volunteers on-site loading vehicles with product
- **Drop** - Weekday delivery; 1-2 Service Units; agents on-site loading vehicles with product
- **Traditional** - Weekday delivery; 1 Service Unit; agents deliver product and leave; GSHPA volunteers sort and prep for troop pick up



## Troop Pick Up

### Planning and Preparation:

Once Troop Initial Orders are submitted in eBudde, TCCs will be prompted to select a time to pick up their troop's order based on the type of delivery assigned to your Service Unit. Prior to the day of pick up TCCs should determine who is picking up the Troop's Initial Order and how many vehicles will be needed. Any trusted adult is approved to pick up a Troop's Initial Order on behalf of the TCC. TCCs should ensure the individual(s) picking up the Troop's Initial Order:

- know where and when to arrive
- ensure the vehicles being used to pick up product are cleaned out and that there is sufficient space to pick up the entire order
- know how many cases they are picking up

### Day of:

Here are some promising practices for picking up the Troop's Initial Order:

- arrive at scheduled pick up time; arriving early does not necessarily mean you will get to pick up your order early
- if multiple vehicles are being utilized to pick up an order, drivers are to wait until all vehicles are on-site before checking in
- prior to joining the pick up line, stop at the check-in station
- once you have joined the pick up line stay in your vehicle and drive thru the line as directed
- stop at the check out station to sign for your order before leaving

### Additional Troop Pick Up Information:

- If you want to double count your order before leaving the site, you will need to find a space away from the pick up line; if you have a deficit or surplus of cases, notify a GSHPA staff member to get your order corrected
- If a Service Unit has a Traditional Delivery, the SUCC will provide instructions on the process for picking up the Troop's Initial Order; please abide by the guidelines they have in place
- While we make every effort to ensure product arrives on time, extenuating circumstances can cause delays in the pick up process; please be considerate and caring as GSHPA staff, volunteers and delivery agents work to get Troop's Initial Order's distributed as quickly as possible

### After pick up:

Once the Troop has their Initial Order, TCCs should

- sort packages by girl
- fill out a receipt for each girl
- have families sign off on receipt when picking up orders
- missing or damaged packages can be replaced/fulfilled at a local Girl Scout Cookie Cupboard



## Girl Scout Cookie Cupboards

Girl Scout Cookie Cupboards are volunteer managed Girl Scout Cookie storage sites where GSHPA Troops can order and pick up additional cases/packages during the Direct Sale period. Girl Scout Cookie Cupboards are strategically located across the GSHPA 30 county footprint. Approved Girl Scout Cookie Cupboard locations can be viewed on the Troop Dashboard in eBudde.

### Placing an order:

TCC will utilize eBudde to place a transaction with a Girl Scout Cookie Cupboard. For same week pick up, transactions must be submitted in eBudde by noon on Monday.

### Picking up an order

Because Girl Scout Cookie Cupboards are managed by GSHPA volunteers, hours of operation will vary from cupboard to cupboard. If a cupboard is open “By Appointment Only” TCCs will need to contact the cupboard Manager to set up an appointment.

### Girl Scout Cookie Cupboard Reorders

GSHPA can never guarantee a cupboard will have the sufficient amount of cases/packages to fulfill an order. If a cupboard is showing low inventory after the noon deadline on Monday, GSHPA will work with delivery agents to make every effort to have the cupboard restocked by the Thursday/Friday of that week.

### Additional Girl Scout Cookie Cupboard Information:

- Cookies cannot be returned to a cupboard
- If you received damaged cookies, you can exchange these at any cupboard
- Exchanges – packages/cases can be equally exchanged at a cupboard
- Cupboards are primarily managed by GSHPA volunteers who are willingly giving up their time and space to support your Girl Scouts. ALWAYS be considerate and caring when partnering with a Cupboard Manager

### Troop to Troop transfers

Another way to order additional packages/cases during the Direct Sale period is by transferring product to another Troop. The GSHPA TCC Facebook Group can be a great way to communicate your Troop’s product needs. Troop to Troop transfers must be submitted in eBudde and documented with a receipt.





## Juliettes

Individually registered Girl Scout in which the parent/guardian takes on volunteer responsibilities for their Girl Scout

In order to participate in the Girl Scout Cookie Program, Juliettes must be registered for the current Girl Scout membership year and be in good financial standing with GSHPA.

Parents/guardians supporting a Juliette throughout the Girl Scout Cookie Program are not required to be a registered member nor are they required to have background checks on file with GSHPA.

Parents/Guardians are required to complete the Girl Scout Cookie Juliette training and submit a Girl Scout Cookie Juliette Manager Agreement form to GSHPA in order for their Juliette to participate in the program.

- **Participation** - Juliettes are approved to participate in each opportunity of the Girl Scout Cookie Program. Juliette families will connect with the Girl Scout Cookie Service Unit Manager to pick up order cards, product and rewards.
- **Proceeds** - In order to maintain our 501(c)(3) status, GSHPA is restricted from giving monetary awards to individual girl members. Therefore, GSHPA has established an alternative process for awarding Juliettes with proceeds from the Girl Scout Cookie Program.

At the end of the program, Juliettes will be grouped into tiers based on total sales amount. The average proceed rate for each tier determines how much a Juliette will earn in proceeds. Proceeds are awarded as GO! Dough and can be redeemed toward any Girl Scout activity/merchandise.

- **Money Management** - Juliette families are financially responsible for all in-person items ordered during the Girl Scout Cookie Program. At the end of the program, Juliettes will be informed of the amount owed to GSHPA. Juliette families are to make payment to GSHPA by the designated deadline to say in good financial standing with the organization.

*\*\*Please be advised that financial information in the eBudde system regarding balance due will not be accurate as the system cannot distinguish between Juliette and troop status.*

