

**girl scouts** of historic georgia





2025 Girl Scout Cookie Program®

# 2025 Cookie Program Volunteer Guide



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Message from our CEO:

I'm thrilled to introduce this year's Girl Scout Cookie Program with the inspiring theme, *Embrace Possibility*, which encourages girls to dream big, explore new ideas, and discover their limitless potential.

When Girl Scouts participate in the Girl Scout Cookie Program, they aren't just selling cookies. They're learning essential life skills, like goal-setting, decision-making, and financial literacy—all while having fun, meeting new friends, and making a difference in their communities. Pretty sweet, right? Through this program, each Girl Scout learns that anything is possible when she believes in herself and embraces the opportunities ahead.

Whether it's aiming to reach higher goals, connecting with customers in creative ways, or trying new business strategies, this year's theme reminds us that growth happens when we step outside our comfort zones. We are excited to see how each girl will rise to the challenge and *embrace possibility* in her own unique way.

Thank you for your support of Girl Scouts and our incredible cookie entrepreneurs. Together, we can change the world—one cookie box at a time!

Yours for the Girls,

Sue Else





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With each new cookie season, Girl Scout entrepreneurs embrace the possibility of all the excitement that lies ahead.

The information in this guide is crafted to help you empower each and every Girl Scout to reach their goals — from newcomers planning their first cookie booth to seasoned pros upgrading their digital strategies.

While planning a cookie season can seem daunting, the Volunteer Guide will help you conquer the 2025 Cookie season with helpful tips for Digital Cookie, receiving credit card payments, using the eBudde<sup>™</sup> app, digital marketing, and cookie booth success! Plus, we are supplying ready-made resources that keep it simple and help volunteers and entrepreneurs have the most successful and fun cookie season ever.

There's no limit to what our Girl Scouts can achieve with your help, and we know you're excited to get started and Embrace Possibility.

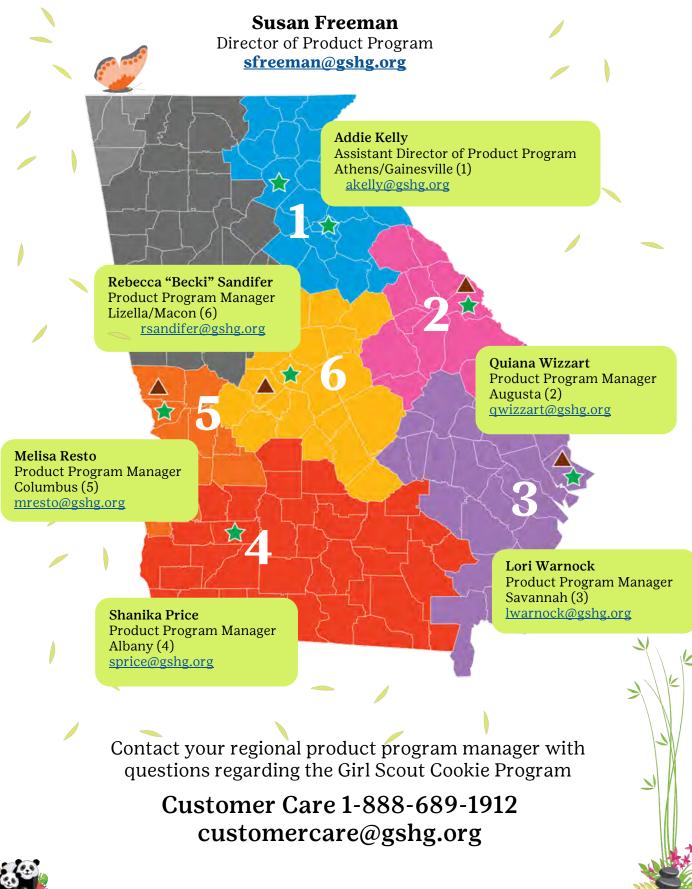
## Volunteers support endless possibilities!

It's a fact: Cookie season couldn't happen without the hard work of you, our GSHG volunteers.

Thank you for serving as a troop volunteer!



## **GSHG Regional Product Program Managers**



## 2025 Cookie Program Calendar



## DECEMBER

## Dec. 2-Cookie Training on gsLearn opens

## **JANUARY**

- Jan. 2—Initial Order taking begins
- Jan. 2—SUCPM, and TCPM **Agreement forms**, Troop and SU **ACH forms**, **Troop and Parent Debt forms** and **Parent Permission forms** submitted to council
- Jan. 8-Cookie Booth Program spreadsheets due to council
- Jan. 10—**Initial Order taking ends**; Troop opt-out deadline; Parent/caregiver Initial Order paper card and Rewards orders submit via **Digital Cookie** by **11:59 p.m.**
- Jan. 11—Cookie Booth Selector opens 10 a.m. (Rounds 1-3)
- Jan. 13—**Troops submit** Initial Cookie and Rewards orders via eBudde by 11:59 p.m.
- Jan. 14—**SUCPMs submit** Initial Cookie and Rewards orders via eBudde by 11:59 p.m.
- Jan. 25—Cookie Booth Selector opens 10 a.m. (Round 4)

## **FEBRUARY**

- Feb. 1—Cookie Booth Selector opens 10 a.m. (Final Round) Selections open to all SUs
- Feb. 6—11—Initial Cookie Orders **delivered to SUs**
- Feb. 12—14—Cookies On the Go
- Feb. 13—eBudde open for Cookie Cupboard reorders
- Feb. 14—Cookie Booth Program begins
- Feb. 14–16–Bling Your Booth: Valentine's Day Weekend
- Feb. 16—Cookie Cupboard reorders due in eBudde by 11:59 p.m. for coming week's pick up
- Feb. 18—First half of the Initial Order payment due in the troop bank account; Troops must notify council of a **decrease** in the Initial ACH Withdrawal
- Feb. 19—Cookie Cupboards open for pick up—Wednesdays, Thursdays, Fridays
- Feb. 21—Drafts begin appearing in troop bank accounts
- Feb. 21–23–Bling Your Booth: Girl Scouts Through the Decades
- Feb. 21–23–National Girl Scout Cookie Weekend
- Feb. 23-Cookie Cupboard reorders due in eBudde by 11:59 p.m. for that week's pickup
- Feb 28—Mar 2—Bling Your Booth: Unbox Your Future

## MARCH

- Mar. 2—Cookie Cupboard reorders due in eBudde by 11:59 p.m. for coming week's pick up
- Mar. 7—March 9—Bling Your Booth: Embrace Possibility
- Mar. 9-Cookie Program ends
- Mar. 10—**All money due in troop bank account**; troops must notify council of decrease in the **Final ACH** Withdrawal; **Delinquent Account** form due
- Mar. 11—**Troops submit Final Rewards** in eBudde by 11:59 p.m.; **Extreme Team Rewards** Jotform due by 11:59 p.m.
- Mar. 12-Girl Scouts' Birthday!
- Mar. 13-SUCPM submits Final Rewards via eBudde by 11:59 p.m.
- Mar. 21—**SU Bonus** due by 11:59 p.m.

## APRIL

Apr. 7-Rewards begin arriving in SUs

# 2024-2025 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





girl scouts of historic georgia

Little Brownie BAKERS.

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## ANNOUNCING 2024-2025 Cookie Season is the FINAL SEASON for Girl Scout S'mores"

### Ready-Made Social Posts

Cookie images featuring the "Last Chance" message are ready to help spread the word. Simply download and share to make sure all cookie fans know to stock up before it's too late.

### Other Resources

To help spread the word, you'll find the "Last Chance" graphic on all Girl Scout order cards, along with fun stickers and table tents that share the news.



## Market your business online





Our Girl Scouts can expand their customer base by promoting their cookie business online. Here are a few ways they can take their digital marketing to the next level.

- Digital Cookie<sup>\*</sup>: Girls can personalize their site by uploading weekly videos, which allows them to offer cookies through direct shipping or in-person delivery.
- Social Media: Girl Scouts can create a digital marketing campaign to stand out and spread the word to far-away family and friends. For tips and best practices, visit <u>Digital Marketing</u> on LittleBrownie.com.
- Text or Call: Reach out to customers who may not be online and follow up for reorders.

## Digital marketing basics

We make marketing easy. Learn the basics and keep track of important dates with this helpful guide - sure to make cookie season a success! Visit <u>Digital Marketing Basics</u> on LittleBrownie.com and <u>Digital Marketing</u> <u>Tips for Cookie Entrepreneurs</u> at girlscouts.org.



### Five cookie customers

Volunteers and Girl Scout entrepreneurs will be fascinated to learn there are five (5) different types of cookie customers. The <u>Customer IO Ouiz</u> is a fun way to role play with a group who will try to guess what type of customer is being portrayed!







## Market your business online



## Attract customers with Ready-made graphics



Troop volunteers and parents/caregivers are encouraged to follow and share posts to help entrepreneurs kickstart their digital campaign.



# Virtual backgrounds that are out of this world



## Safety resources

Our Girl Scouts and their parents/ caregivers will be prompted when launching their Digital Cookie site to read, agree to and abide by the guidelines linked below before engaging in online marketing and sales efforts through the cookie program. Please ask your council about the Volunteer Essentials and Safety Activity Checkpoints. These include basic facts, forms, tips and more!

- <u>Girl Scout Internet Safety Pledge</u>
- Digital Cookie<sup>®</sup> Pledge





### Cookie Booth Program

Cookie Booths are a great way for your Girl Scouts to sell cookies in your communities. Your troop can set up a table at a business or other approved public location and sell Girl Scout cookies. All proceeds earned go into your troop's bank account for troop activities and events.

Girls get excited when setting up their booths. They use all types of creativity, from balloons and streamers to posters and goal charts. Some girls even dress up in a cookie costume to drive business to their booth!

Your Regional Product Program Manager will set up listings for Cookie Booth Sites in eBudde. On January 11, the Cookie Booth Selector will open at 10:00 a.m. and volunteers can begin to make their selections for times and locations of the booth spaces they want.



## **Cookie Booth Flavors**

**Mommy and Me** Cookie Booths give opportunities to any girl who strives for her personal goal. The "mom" can also be a dad, or any caregiver, and does not need to be an approved volunteer.

These cookie booths are set up by the Service Unit Cookie Program Manager and can be found listed in Troop Sales under Booth Sites in eBudde. You will need to fill out a **Cookie Booth Program Request for Date** form.

**Lemonade Stands** are cookie booths held on your residential property or on private property for which prior permission has been granted. This type of cookie booth does not require a cookie booth program request form be submitted.

Girls and their parents/caregivers are responsible for their own materials, tables, decorations and cookies. The girl should be in her Girl Scout uniform and, if possible, the attending adult should wear attire that supports Girl Scouts.

The girl should stay with her booth at all times and know what to do in case of emergency.

### **Cookie Finder**

The **Cookie Finder** mobile app is a great way to locate Cookie Booths within a specific area. When the customer puts in a zip code, the Cookie Finder locates all the available cookie booths within that area on a map.

Make sure your cookie booth is available by submitting your information to your Service Unit Cookie Program Manager. Your cookie customers can scan the QR code or go to our website, <u>GSHG.org</u>, for a convenient way to find you and your cookies!





### Cookie Booth Program Guidelines

The Cookie Booth Program and cookie booth sites are great ways for your Girl Scouts to gain valuable entrepreneurial experiences. The skills learned by each girl during the Cookie Program are invaluable and will become a part of her as she matures into her future.

Cookie booths provide Girl Scouts opportunities to develop the five skills such as people skills when they directly interact with customers and money management when they collect payments and make change. The Cookie Booth Program also help girls reach their personal goals, so we encourage them to consider participation in cookie booth sites as part of their cookie program.

Girl Scouts, parents/caregivers, and volunteers are reminded that participation in a booth site is a voluntary privilege provided to them by merchants and business owners. Everyone who participates is representing Girl Scouts of Historic Georgia and must always display proper manners and exceptional behavior and follow all merchant rules and council guidelines.

And as Girl Scouts, we should always respect authority, respect ourselves and others, and leave the booth site better than we found it.

### **Cookie Booth Behavior**

## At cookie booths, Girl Scouts should be able to:

- Discuss troop goals
- Count accurate change
- Be comfortable speaking with customers
- And know their product

### As an adult, you should:

- Choose booth locations that are safe, secure and appropriate for girls' ages
- Provide adequate and attentive adult supervision
- And supervise money handling. It's always helpful to have a calculator and cash box handy!h Flavors





## Cookie Booth Program Guidelines

## **Cookie Booth Etiquette Standards**

We ask that volunteers and Girl Scouts follow Girl Scouts of Historic Georgia's Cookie Booth Etiquette Standards.

Booth sales are conducted by troops or a parent/caregiver and their Girl Scout. Individually Registered Girls (IRGs) can sell at a **Lemonade Stand** at their residential property or run a **Mommy and Me Booth** set up at approved council sites.

Girl Scouts should be identifiable by wearing their membership pin, uniform (sash or vest) or other Girl Scout clothing.

There must be **two (2)** registered adults (1 with an approved background check) at each cookie booth site. If you set up at a large retail chain such as Walmart, covering 2 doors, then you must have **four (4)** registered adults on site.

Your girls are encouraged to accept payments and make change, and an adult should be carefully watching **all** financial transactions.

Never leave Girl Scouts alone unsupervised at a booth site, and never leave a girl with a stranger at a booth.

If a Girl Scout or adult needs a food or drink break, then step away from the cookie booth table. No food items are to be consumed at the cookie stand.

NO VAPING/SMOKING at cookie booths.

If two troops show up to the same location, please work it out as sisters to every Girl Scout, and have booth confirmation available (use appropriate language).

Local store managers have the right to ask

anyone participating in a troop to leave the site.

If theft occurs at a cookie booth site, DO NOT attempt to physically recover the stolen items. Instead get a good description of the offender(s) and **call 911 immediately**. Then call **866-236-7944**.

Make sure the Girls Scouts know what to do in these instances. Their safety is our top priority.

If approached by individuals challenging the Girl Scout(s) or marketplace competition, adults are asked to NOT engage in debate.

Girl Scouts should always behave in a manner appropriate for a public place. Adults are responsible for the actions of themselves and the girls who are with them. Keep in mind that girls and adults who are not willing to follow the procedures and etiquette should not be permitted to participate in the Cookie Booth Program.

If a Girl Scout needs to be reprimanded by an attending parent/caregiver, the conversation should occur away from the other Girl Scouts and the cookie booth site.

Always cancel a booth as soon as you know you cannot attend; another troop can pick up that time slot!

Be ready to pack up and move out once your booth time is up; never stay past your time when another troop is waiting to set up.



## Create Cookie Booth buzz

Find resources like mouth-watering cookie photography, conversation-starting virtual backgrounds, recipes that encourage stocking freezers, fun clip art, and attention-grabbing booth signage all in one place!







## Innovative Inventory Ideas



On-the-go Girl Scouts will love these handy Girl Scout Cookie<sup>™</sup> menus!

They fit easily into plastic holders on lanyards so they're protected from all types of weather.

Entrepreneurs can wear them at booths and encourage customers to scan their QR code to visit their Digital Cookie<sup>®</sup> site to make a purchase and bookmark their site for future purchases. It's especially handy if booth inventory in a certain variety is running low!

Girl Scouts can also pop them into their backpacks for customers to scan anytime.

Lanyard inserts can be personalized with marketing messages and cookie prices.

Menus print 4-to-a-page and can be used as small flyers or leave behinds.



## 2025 Cookie Challenges



## 2/12—2/14 Cookies on the Go

Take it back to the basics and grab your best dressed cookie carts and wagons to offer Girl Scout cookies to people in your neighborhood. Scan this code and upload your photos by March 9, 2025 at 11:59 p.m.



**2/21—2/23** National Girl Scout Cookie Weekend Girl Scouts celebrate this special weekend by taking their best cookie knowledge to local businesses for tasty treat sampling and super sales. Submit photos of your super sellers by March 9, 2025 at 11:59 p.m.

Beginning February 14, we will have a themed challenge each weekend during the Cookie Booth Program. Participating troops will submit photos of their decked out booths for a chance to be featured in GSHG social media!



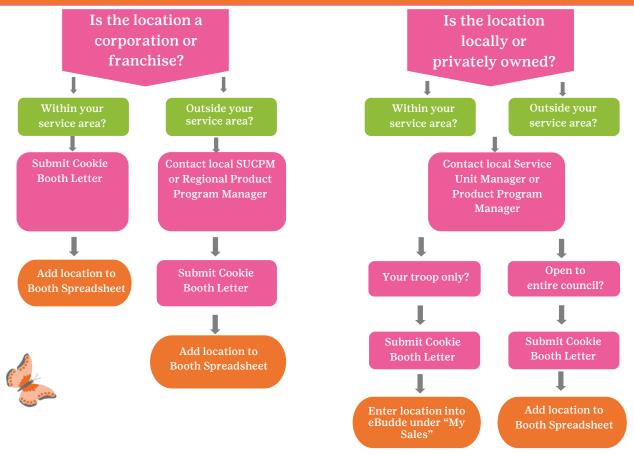
## **BLING YOUR BOOTH!**

Scan this code and submit your best and "blingiest" cookie booth photos!

2/14—2/16	Valentine's Weekend Love is in the air! A love of Girl Scout cookies, that is. Remind customers that Girl Scout cookies pair well with flowers for their loved ones!
2/21—2/23	Girl Scouts Through the Decades Hop in the wayback machine and celebrate National Girl Scout Weekend by choosing your favorite decade and decorating your booth with style—is it Y2K? 60s? 50s?
2/28—3/2	<b>Unbox Your Future</b> Who do you want to be when you grow up? What are your plans when you finally bridge to adulthood? Dress to impress your cookie customers and showcase where Girl Scouts will take you!
3/7—3/9	<b>Embrace Possibility</b> Embrace your Panda-bility with our Cookie Program mascot, Mei Lan, and share her black and white theme with your cookie booth! Make this last cookie booth of the program fun and memorable!



Your Service Unit Cookie Program Manager has council authorization to inquire about cookie booth sites within the community. Please work directly with your volunteers to acquire booth



## Cookie Booth Selector

Saturday, January 11, 2025—Your Service Unit Only

Round 1— 10:00 a.m.—Troops choose 4 booths; limit 2 per chain
Round 2— 10:20 a.m.—Troops choose additional 4 booths; limit 3 per chain
Round 3—10:40 a.m.—Troops choose 6 additional booths; limit 4 per chain

## Saturday, January 25, 2025—Your Service Unit Only

Round 4–10:00 a.m.–Troops choose 4 additional booths; limit 4 per chain Saturday, February 1, 2025–Open to ALL Service Units Final Round–10:00 a.m.– Troops choose available booth locations in ANY service area through March 9.

\*Please remember to **deselect** ANY cookie booths your troop will **NOT** use. It is the Troop Leader and/or Troop Cookie Program Manager's responsibility to make sure parents who attend cookie booths are fully aware of our Cookie Booth Program etiquette and follow it.



## 2025 Cookie Booth Program Request for Dates

Business Name:		
Address:	City:	Zip Code:
It's time for Girl Scout Cookies! We are looking for busines Booth program runs from February 14 - March 9. Your sup appreciated.		
I have been appointed by Girl Scouts of Historic Georgia as a program. To avoid confusion, should anyone else contact yo to me.		
On the calendar below, please write in the <b>times</b> on any dat state any restrictions in the space provided below. Feel free		
Thank you for supporting Girl Scouts of Historic Georgia!		
Please fill out the information below or scan the QR code at	nd enter your infor	mation online:
Authorized Individual:		Date:
Printed Name:		
Phone: Ema	ail:	
Preferred Method of Contact:		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Booth Locat	ion is within our	Service Unit:	YES	NO	February 14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	March 1
2	3	4	5	6	7	8
9						

## Restrictions/Additional Information:

Girl Scout Volunteer: \_\_\_\_\_\_ Email: \_\_\_\_\_\_ Phone:

If the booth location is outside your assigned Service Unit, please submit a completed form to your regional Product Program Manager for final approval; do not include it on your booth spreadsheet.

## Inspire cookie entrepreneurs



## Skills they build

The Girl Scout Cookie Program<sup>®</sup> helps Girl Scouts develop real-world skills in five essential areas:



#### **Goal Setting**

Girl Scouts learn how to set goals and create a plan to reach them. *How you can help:* Encourage them to set incremental, achievable goals. Work with them to break down their goals into small, frequent wins like weekly challenges.

#### **Decision Making**

Girl Scouts learn to make decisions on their own and as a team. *How you can help:* Talk about how they plan to spend the troop's cookie earnings.

#### **Money Management**

Girl Scouts learn to create a budget and handle money. *How you can help:* Build on their interest in learning to manage all facets of the cookie business, like creating a budget to fund a troop experience or figuring out the percentage of customers who chose the donation option.

#### **People Skills**

Girl Scouts find their voices and build confidence through customer interactions. *How you can help:* Ask them about new marketing ideas they want to try. They can discuss how to tailor their cookie pitch to achieve their goals.

#### **Business Ethics**

Girl Scouts learn to act ethically, both in business and life. *How you can help:* Talk to them about the importance of delivering on their promise to customers. They can also consider offering a cookie donation option.







### Cookie business badges

Entrepreneurs can earn these official Girl Scouts<sup>®</sup> recognitions by completing requirements that help them develop new business skills.

Learn more at girlscouts.org!



## Getting families involved

Families can support their Girl Scouts as they learn the five skills and think like entrepreneurs. With the encouragement of their family, there's no stopping a Girl Scout!

Inspire families to get involved by reviewing these resources:

- <u>Cookie Program Family Meeting Guides</u>
- <u>Cookie Entrepreneur Family Pins</u>



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## eBudde<sup>™</sup> basics



## A must have for Girl Scout Cookie<sup>™</sup> volunteers

The eBudde<sup>™</sup> cookie management system offers calendar reminders, reports, training and much more — on either your desktop or mobile device. It's also where sales are recorded so Girl Scouts get full credit for their hard-earned rewards.





## Quick tips

- Explore the dashboard on both the desktop and app versions, where you'll find important messages, links to tools and resources you'll need throughout the season.
- Check the accuracy of each Girl Scout's name, member ID, grade and t-shirt size.
- Visit eBudde Help Center for any questions related to tech and training.
- Visual learner? Check out this playlist for step-by-step training videos.





## Why eBudde<sup>™</sup> makes it easy



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## Helpful information



## Girl Scout Cookie<sup>™</sup> pick-ups

Picking up your cookie order is exciting, and there are a few steps you can take to make sure everything goes smoothly. First, be aware that troops are responsible for counting and verifying the total number of cases received. When in doubt, recount!

### Tips for a smooth pick up

- Know exactly how many cases you ordered of each variety.
- Arrive at your scheduled pickup time.
- Make sure you have enough vehicles to load your order *(see below).*
- Line up your vehicles at the same time.
- Check in and receive your pickup ticket.
- Give your pickup ticket to the loader and count cases as they're loaded in.
- Sign for your order and take your receipt.

### Number of cases my car can carry





Minivan 75







Hatchback

Car









### The Breakdown

Earnings are based on PGA, or Per Girl Selling Average. The higher the PGA, the more troops earn!

49% Council-sponsored programs, events, priorities, training and other support

29% Girl Scout Cookies<sup>®</sup> (cost of goods)

3% Rewards

19% Troop and Service Unit Earnings

Cookie proceeds fund programmatic council experiences, and troops can earn between \$0.65 and \$0.75 per package sold.

PKGS	PROCEEDS	CASES	PROCEEDS
1-1799 PKGS	\$0.65	1-149 CASES	\$0.65
1800-3599 PKGS	\$0.70	150-299 CASES	\$0.70
3600+ PKGS	\$0.75	300+ CASES	\$0.75

### Average sales per cookie variety

Deciding how many packages to order for booths isn't an exact science, but here are average sales per cookie variety in our council to give you an idea of how many to order:

#### Girl Scouts of Historic Georgia 2023-2024

Total sales: 1,702,387 packages				
Adventurefuls	8.2%	Tagalongs	13.2%	
Lemon Ups	6.7%	Thin Mints	20.8%	
Trefoils	11.6%	S'Mores	5.8%	
Do-Si-Dos	11.4%	Toffee-tastics	2.7%	
Samoas	19.5%		100%	



Consider ordering more Girl Scout S'mores since it's their final season!



## **Necessary Forms**



This QR code links you to all the forms you will need to submit to participate in the 2025 GSHG Cookie Program. These same forms are on our website: **gshg.org** > **Cookies**+> **For Volunteers** > **GSHG Cookie Essentials.** 

**Parent Permission form** This online form must be completed by the parent or caregiver. If the personal credentials (valid driver's license or social security card) cannot be provided, cookies must be paid for in advance.

**Product Program Banking Authorization (Troop ACH)** A signer of the troop bank account must complete this online form giving GSHG permission to credit or debit the troop account. Additional troop bank account documentation may be required if there has been any change in the leadership team or troop bank account since last year. Troop bank account information must be entered into eBudde.

**Product Program Manager Agreement** Volunteers who want or need access to eBudde must complete this online form, be a registered Girl Scout volunteer and have a current background check on file.

**Girl Scout Cookie Entrepreneur** Older Girl Scouts and troop leaders can sign up for the Girl Scout Cookie Entrepreneur program.

**Cookie Booth Program Request for Booth Dates** Council members, including volunteers, can use this form to secure locations for our troops to use during the Cookie Program to sell cookies. Visit our website at <u>GSHG.org</u> or refer to page 18 in this manual.

**2025 Cookie Program Extreme Team Rewards** These rewards are for our super selling Girl Scouts that sell 1,200+ packages during the 2025 Cookie Program. This separate Jotform must be completed by the Girl Scout's parent/caregiver or the troop leader(s). Refer to page 32 for more information.

**2025 Service Unit Bonus form** Service Unit Cookie Program Managers must complete this online form by March 22 to qualify.

**Parent Debt form** (*Docusign*) This form sent via Docusign requires the parent/caregiver's signature as acceptance of financial responsibility for cookies. If the form is not submitted, cookies **must** be pre-paid. A separate form must be completed for each girl.

**Troop Debt forms** (*Docusign*) This form sent via Docusign requires a signature by the Troop roop Leader or Troop Cookie Program Manager as well as the Troop Treasurer. If the troop defaults or does not follow proper procedures outlined in this form, the person (s) completing this form is solely responsible for **ANY** uncollected debt.

### \*The forms below must be printed, filled out and submitted.

**Delinquency Request ACH form** (*page 27*) In the event a troop will not have sufficient funds to cover the first or final ACH withdrawal an ACH Delinquency Request form needs to be filled out and submitted prior to the date of the ACH draft. Refer to page 27 in this manual for instructions on what is included and to whom this form will be sent.

**Delinquent Account form** (*page 28*) In the event a parent or caregiver does not pay for cookies by your troop's deadline, a completed Delinquent Account form is required. Failure to complete the Delinquent Account form by March 18 will result in the Troop Cookie Manager being solely responsible for any missing funds. Please see Troop and Parent Debt Forms for specific procedures.



## 2025 Parent Debt Procedure

It is the procedure of Girl Scouts of Historic Georgia ('GSHG') to work with all Service Units to resolve outstanding debt to the troop and/or council. If a delinquent payment is anticipated, this should be communicated to the Service Unit Cookie Program Manager *before* the payment is due from the troop to avoid money being withdrawn via Automated Clearing House (ACH) and a penalty incurred for insufficient funds. The following are guidelines established to settle outstanding debt.

#### FOR UNCOLLECTED FUNDS FROM A PARENT

1. The Troop Leader/Service Unit Cookie Program Manager (SUCPM) and/or Service Unit Manager (SUM) must notify GSHG of uncollected funds for the first ACH pull via email (to Director of Product Program and/or Product Program Manager) per the date specified in the *2025 Cookie Program Volunteer Guide*.

#### The following support documentation must be provided:

- Delinquent Account form
- Copies of all receipts for cookies/payments
- A copy of the signed Parent Permission form
- Parent Debt Procedure form
- Any correspondence (emails, texts, etc.)
- 2. Upon receipt of documentation GSHG will adjust the troop balance due to reflect the unpaid parent's portion.
- 3. Once notification has been received, GSHG will contact the parent.
  - a. **First (1st) notice**: Parent will be contacted by phone as well as by email informing them that they have **ten (10)** business days to pay amount due in full.\*
  - b. Second (2nd) notice: After ten (10) business days, a second letter will be sent to the parent stating they have fifteen (15) business days in which to respond with their payment in full.\* A copy of the letter will be sent to the SUM/SUCPM and Troop Leader.
  - c. All efforts will be made to offer the parent payment options. \* No additional cookies will be swapped or checked out by the parent until the delinquent amount is paid to the Product Program Manager. Once paid, parents requesting more cookies must pay for any remaining inventory before additional cookie orders are filled.
  - d. The parent is responsible for obtaining a receipt for any cookies picked up and any payments made. *The* parent *should not take cookies or submit money without a receipt.*
  - e. **Third (3rd) notice**: A certified letter will be sent to the parent if no response has been received after **fifteen (15)** business days following the second (2nd) notice. GSHG will continue to offer the parent payment options.\*
  - f. **Final Notice:** A final letter will be issued if there is still no response following the third (3rd) notice, and **thirty-five** (35) business days of attempted debt resolution. The parent will be informed that GSHG is filing "Theft by Taking" or "Theft by Conversion" charges against them with the appropriate court of law.
- 4. **Girl(s) will not receive rewards/incentives for any sales until outstanding debt to GSHG is paid in full**. Debt paid after Product Program Credits expire will result in credits being forfeited.
- 5. Adults/girls who have any outstanding debt owed to GSHG are not permitted to participate in the council product program or other fundraising activities until such debt is resolved.
- 6. Any adult who has an outstanding debt owed to GSHG is **not** a certified member in good standing of GSHG and, therefore, may not officially represent GSHG in the community, council, or beyond. In addition, she/he cannot handle troop, community, or GSHG funds or products.

\*Payments will be accepted via certified check, money order, credit/debit cards or cash.

Electronic signatures shall have the same force and effect as a wet signature and shall be accepted as assent and agreement to the foregoing contract.

Parent Acknowledgement		Date:
Signed:		Troop:
	Service Unit:	
Print:	Daughter:	



## 2025 Troop Debt Procedure

It is the procedure of Girl Scouts of Historic Georgia ('GSHG') to work with all Service Units to resolve outstanding debt to the troop and/or council. If a delinquent payment is anticipated, this should be communicated to the Service Unit Cookie Program Manager *before* the payment is due from the troop to avoid money being withdrawn via Automated Clearing House (ACH) and a penalty incurred for insufficient funds. The following guidelines have been established to settle outstanding debt.

### FOR UNCOLLECTED FUNDS FROM A TROOP

1. The troop leader and/or Service Unit Cookie Program Manager (SUCPM) will comply with the timeline specified on the Parent Debt Procedure form. All paperwork is required at first ACH account draft. If the parent is late with the first 1/2 payment, the Troop Cookie Program Manager will solely take on that debt. **All** paperwork is required for the final ACH account draft. If the parent is late, the Troop Cookie Program Manager (TCPM) will solely take on that debt. If paperwork is submitted on time for the first **and** second ACH account drafts, debt will become GSHG's responsibility at the end of the program - not the Troop Cookie Program Manager's. **All** paperwork is required at the end of the program for parent/caregiver debt that has not been paid for remaining balance.

#### The following support documentation must be provided:

- Delinquent Account form
- Copies of **all** receipts for cookies/payments
- A copy of the signed Parent Permission form
- Troop Debt Procedure form
- Any correspondence (emails, texts, etc.)
- Troops that cannot make their full initial payment (not including delinquent parents) will be denied access to eBudde and no additional cookies for the troop can be ordered through cupboards or troop-to-troop transfers until the troop brings its account current. The Product Program Manager, Membership Manager, Service Unit Cookie Program Manager, and cupboards will be notified. All delinquent troops will have ten (10) business days from the initial ACH account draft as specified in the 2025 Cookie Program Volunteer Guide to correct this issue and pay in full.
- 3. GSHG will notify troops via email within **five (5)** business days after the troop's first 1/2 payment of any **Non-Sufficient Funds (NSF)** issued. All delinquent troops will have **five (5)** business days from notification to correct this issue and pay **in full** or the troop will be denied access to eBudde and no additional cookies for the troop can be ordered through the cupboards or through troop-to-troop transfers until the troop brings account current. The Product Program Manager, Membership Manager, Service Unit Cookie Program Manager, and cupboards will be notified.
- 4. If final payment is unsuccessful, troops will be notified via phone call and email from GSHG. Troops will receive their **First (1st) Notice** email/letter and have **ten (10)** business days to pay off their debt or sign a GSHG Promissory Note. The Product Program Manager, Membership Manager, Service Unit Cookie Program Manager, and cupboards will be notified. The Service Unit Cookie Program Manager will complete a Delinquent Account Form for the troop.
- 5. If no payment is received by the eleventh (11th) business day, troops will receive a **Second (2nd) Notice** email/letter from the Product Program Manager requesting full payment of their debt or sign a GSHG Promissory Note within **fifteen (15)** business days. A copy of this email/letter will be sent to the troop's SUCPM and SUM.
- 6. Failure to pay fifteen (15) business days after receiving a second notice will result in a **Third (3rd) Notice**, a certified letter sent to the troop. The troop will have **ten (10)** business days to respond with payment in full or sign a GSHG Promissory Note.
- 7. Following 35 days of repeated non-contact and non-filing of a signed GSHG Promissory Note, a **Final Notice** will be issued stating that GSHG will be filing "Theft by Taking" or "Theft by Conversion" charges with the appropriate court of law. *(continued)*



(continued from previous page)

- 8. Troops will not receive rewards or be allowed to participate in any upcoming Fall Product and/or Cookie Programs until debt is resolved. \**Debt paid after Product Program Credits expire will result in credits being forfeited.*
- 9. Adults/girls who have any outstanding debt owed to council are not permitted to participate in the Fall Product and/or the Cookie Program, or other fundraising activities until such debt is resolved.
- 10. Any adult who has an outstanding debt owed to council is not a certified member in good standing of GSHG and, therefore, may not officially represent GSHG in the community, council, or beyond. In addition, she/he cannot handle troop, community, or GSHG funds or products.
- 11. Money handling must be done in accordance with the policy as stated in the *2025 Cookie Program Volunteer Guide*. Troop Cookie Program Managers handing money over for deposit to Troop Leaders/ Treasurers are responsible for securing a signed receipt from **both parties**; otherwise, the Troop Cookie Program Manager will be responsible for money not accounted for at the time. The Troop Cookie Program Manager is solely responsible for filling out receipts for **ALL** transactions with parents/caregivers. **If the Troop Cookie Program Manager does not comply with receipts, the Troop Cookie Program Manager is solely responsible for that debt.**
- 12. Troop Cookie Program Managers are required to follow GSHG Product Program Manager's direction with regards to pre-paid parents. If the Troop Cookie Program Manager gives cookies to a parent/caregiver noted as **pre-pay-only** without collecting the money first, the Troop Cookie Program Manager will be solely responsible for debt if the parent/caregiver does not pay.
- 13. The Troop Cookie Program Manager will be required to ensure product program proceeds are in the troop checking account. Any amount of troop proceed money missing needs to be explained to the Membership Manager. If an adequate explanation is not provided within **fifteen (15)** business days, the Troop Cookie Program Manager is solely responsible for that debt and any amount owed to the troop will be added to charges.

\*Payments will be accepted via certified check, money order, credit/debit cards or cash.

Electronic signatures shall have the same force and effect as a wet signature and shall be accepted as assent and agreement to the foregoing contract.

Signed:	Date:	
Troop Leader/Troop Cookie Program Manager		
Print:	Troop:	
Signed:	Date:	
Troop Treasurer		
	Service	
Print:	Unit:	

#### Troop Leader and Troop Cookie Program Manager Acknowledgement:



Date of action: \_\_\_\_

## 2025 ACH Delinquency Request

Please complete this form to adjust the amount to be drafted from your troop account for the upcoming ACH draft. Be sure that all paperwork is provided. No Delinquent Account forms will be accepted by GSHG after **February 18<sup>th</sup>** for First (1st) ACH and after **March 10<sup>th</sup>** for Final ACH.

[roop #			
Responsible Party Nam	e:		-60
Home Address:		City	Zip
10me #:	Cell #:	Work #:	
Smail:			
All Troop/Parent Debt forn All receipts for separate fo	ns submitted to Council? Yes n(s) submitted to Council for this delinqu orms submitted? Yes N	ency?  Yes Io	No
	gram Manager is responsible for		
		a print to with drawer \$	
	; \$ Requested an		
(To locate the Amount Due lo Please provide the rea	book in eBudde at the <b>Sales Report</b> tab, look at	<b>Overall</b> and it's shown as <b>F</b> tinue on separate page	lirst ACH or Final ACH
(To locate the Amount Due lo Please provide the rea	pok in eBudde at the <b>Sales Report</b> tab, look at	<b>Overall</b> and it's shown as <b>F</b> tinue on separate page	lirst ACH or Final ACH
(To locate the <b>Amount Due</b> ld Please provide the rea Notes: Internal Use Only:	ook in eBudde at the Sales Report tab, look at	<b>Overall</b> and it's shown as <b>F</b> tinue on separate page	lirst ACH or Final ACH
(To locate the Amount Due lo Please provide the rea Notes: Internal Use Only: In S.F. Case #	book in eBudde at the Sales Report tab, look at	<b>Overall</b> and it's shown as <b>F</b> tinue on separate page	lirst ACH or Final ACH
(To locate the Amount Due lo Please provide the rea Notes: Internal Use Only: In S.F. Case # Council communica	book in eBudde at the Sales Report tab, look at	Overall and it's shown as F	lirst ACH or Final ACH



## **2025 Delinquent Account**

Fill out a Delinquent Account form prior to the 1st ACH and the final ACH for **each person** who owes money for cookies. Submitted forms must include **ALL** supporting documentation. Delinquent Account forms will **NOT** be accepted by GSHG after **March 10<sup>th</sup>** for Final ACH.

#### The following supporting documentation MUST be provided:

- Delinquent Account form
- Copies of <u>ALL</u> receipts for cookies/payments
- A copy of the signed Parent Permission form
- Any correspondence(s) (emails, texts, etc.)

and a reaction of the second	Parent/Caregiver	Troop Cookie Program	
Troop #			
Responsible Party Name:			
Girl(s) Name:			
Home Address:		City	Zip
Home #:	Cell #:	Work #:	
Email:	Contraction of the second		
Parent Permission Form submitted	to Council? Yes	No	
Troop Debt and Parent Debt forms	submitted to Council?	Yes No	
Signed product receipt(s) attached			
		Contraction of the local division of the loc	
Troop Cookie Progr	am Manager is respons	ible for debt if no paper	work is provided!!
Original Amount Due: \$	Payment(s) Made	to Date: \$	Current Due: \$
		way to the second second second	
Please provide communication no		and the second sec	
Contact Type:	Date:	and the second sec	
Contact Type: Notes:	Date:	Time:	
Contact Type: Notes:	Date:	Time:	
Contact Type: Notes: Contact Type:	Date:	Time:	
Contact Type: Notes: Contact Type:	Date:	Time:	
Contact Type: Notes: Contact Type:	Date:	Time:	
Contact Type: Notes: Contact Type: Notes:	Date:	Time:	
Contact Type: Notes: Contact Type: Notes: Internal Use Only:	Date:	Time:	
Contact Type: Notes: Contact Type: Notes: Internal Use Only: In S.F. Case #	Date:	Time:	



## 2025 Service Unit Cookie Bonus

Service Units must meet all requirements as shown below, and submit the Service Unit Bonus form by March 21, 2025, to earn up to \$0.25 per case sold.

### This digital form can be found on our website: gshg.org

#### 1 - SU & Troop ACH, Bank Acct in eBudde, Agreements, & Training (5 cents per case)

The following items have been completed and submitted to council by the deadline for each form. **NO** exceptions will be made for returning troops:

- Service Unit Cookie Program Manager Agreement submitted by January 2, 2025.
- Troop Cookie Program Manager Agreement submitted by January 2, 2025.
- 2025 Cookie Program Training completed by January 2, 2025.
- Service Unit ACH form submitted online by January 2, 2025.
- Troop ACH forms completed online by January 2, 2025. (If you completed this during the Fall Product Program you don't have to repeat.) **However**, if a bank account signee or troop leadership has changed you **must** submit new forms by December 1, 2024.
- Cookie Booth Program spreadsheet submitted to Council by January 8, 2025.

### 2 - DEBT FORMS (5 cents per case)

All deposit deadlines were met by participants:

- Parent Debt Procedure forms submitted by January 2, 2025.
- Troop Debt Procedure forms submitted by January 2, 2025.

### 3 - INCREASED PARTICIPATION (5 cents per case)

Have increased girl participation from 2023-2024 to 2024-2025 Cookie program.

### 4 - FINALIZING SALE (5 cents per case)

The following items have been submitted to Council by March 13, 2025:

- All troops have assigned all cookies to a girl resulting in a zero-troop cookie inventory balance.
- All troops have selected all the girl rewards.
- All troops have documented their Gift of Caring information within eBudde.

### 5 - DELINQUENCIES (5 cents per case)

All Delinquent Account paperwork with 100% of supporting documents has been completed and submitted to Council by March 13, 2025.



## 2025 Cookie Program Credits

Girls may choose **Cookie Program Credits** when selecting Final Rewards in place of another item within a specified point level. These Cookie Program Credits allow girls to visit any one of four (4) council shops and make purchases using these credits towards the final price. Cookie Program Credits are not a 1:1 dollar equivalent.



If visiting one of our GSHG shops, please print your Rewards email and bring it with you! Scan this QR code to find our retail locations and hours. Our shops are located in Athens, Lizella, and Savannah including First headquarters.



If using Cookie Program Credits for **GSHG Summer Camp, GSHG Events, EF Tours or GS Destinations**, please scan the QR code and fill out the online form. **GSHG Summer Camp** will require a deposit to be made first, then we can apply a credit to your account balance.



If using Cookie Program Credits for **Lifetime Membership**, please scan the QR code and fill out the form. Ambassador Girl Scouts who are graduating from high school can use their Cookie Program Credits toward their lifetime GSUSA membership.



**Online** Cookie Program Credits allow a girl and her parent/caregiver access to the GSUSA online shop where she can see all the ways she can use her Cookie Program Credits, including great events!

Cookie Program Credits are non-transferrable. All Cookie Program Credits expire on December 15, 2025.





## Volunteer action plan





Embrace a new Girl Scout Cookie<sup>™</sup> Season by making a plan! Mapping out the information you need in advance will help keep volunteers and entrepreneurs organized every step of the way.

Primary Contacts	Key Dates
eBudde" Sign-Up Info	
Key Actions	
Key Actions	



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## Resources at a glance





All resources can be found at <u>girlscouts.org/</u> <u>cookieresources</u>

About Girl Scout Cookies®

**Troop Leader Resources** 

Cookie Business Badges

Cookie Entrepreneur Family Pin

Digital Cookie®

Digital Marketing Tips for Cookie Entrepreneurs

## Girl Scouts' safety guidelines

One of the most essential steps you can take to have a great season is to review all safety guidelines with troop members and their caregivers.

- · Practical Tips for Parents
- Safety Tips for Product Sales
- Your Council's Volunteer Essentials and Safety Activity Checkpoints

For more information visit: girlscouts.org/cookieresources



Found at <u>LittleBrownie.com</u>

**Digital Marketing Basics** 

FAQs and Nutrition Information

Social Media Tools and Graphics

Embrace Possibility Resources

<u>Resources for Girl Scouts to Grow</u> <u>Their Cookie Businesses</u>

Cookie History

#### **Need Inspiration?**

Find us on Pinterest for quick, easy and exciting ways to make the Girl Scout Cookie Program<sup>®</sup> a success.

Follow us on social for shareable cookie content!

FOLLOW Little Brownie Bakers<sup>\*</sup> on Pinterest <u>@lbbakers</u>

FOLLOW <u>Little Brownie Bakers\*</u> <u>on Facebook</u> @LittleBrownieBakers





2025 Girl Scout Cookie Program®



