

# 2024 Girl Scouts of Northern Illinois Cookie Program Troop Cookie Chair Manual



## Welcome and Thank You

The Girl Scout Cookie Program offers a wide variety of options for Girl Scouts to learn skills for their future in a way no other experience can teach! Individually and as a troop, Girl Scouts can use their imagination to customize their experience and plan their Girl Scout year!

As a Troop Cookie Chair, you are facilitating these experiences in support of the largest Girl Scout-led entrepreneurial program in the WORLD! You get to see firsthand how participants grow, learn, and come into their own. We give you the resources you need to guide Girl Scouts in discovering hidden talents, uncovering new strengths, and developing the entrepreneurial mindset that will serve them far beyond cookie season.

For more information on the Five Essential Skills that will last a lifetime, Cookie Entrepreneur Family pins and program related badges see page 6.



## How Does the Cookie Crumble?

For every package of cookies, approximately 28% covers the cost of operating the Cookie Program including baker fees, software support, transportation, storage, marketing, and personnel, while 22% is spent on troop proceeds, rewards, Cookie/S'more Dough, and service unit bonuses. The remaining 50% provides GSNI with 70% of its annual operating budget to invest in programs, camps, and support of troops and service units.

## GSNI Product Program Team and Vendor Contacts

[cookies4you@girlscoutsni.org](mailto:cookies4you@girlscoutsni.org)

847-214-9295 (during regular business hours)

Anna Jarrett, Director of  
Product Programs  
home base Oswego  
[ajarrett@girlscoutsni.org](mailto:ajarrett@girlscoutsni.org)

Debbie Karner, Sr. Product  
Program Manager  
home base South Elgin  
[dkarner@girlscoutsni.org](mailto:dkarner@girlscoutsni.org)

Michele Doonan, Product  
Program Manager  
home base Rockford  
[mdoonan@girlscoutsni.org](mailto:mdoonan@girlscoutsni.org)

GSNI Customer Care (for membership, finance-related or general questions)  
[customercare@girlscoutsni.org](mailto:customercare@girlscoutsni.org) OR 844-476-4463

Little Brownie Baker Customer Service  
(for cookie quality concerns)  
800-962-1718

Digital Cookie  
Technical Support & Customer Order Support  
<https://digitalcookie.girlscouts.org/help/customer>

## Resources and Website Links



- Girl Scouts of Northern Illinois website, [www.girlscoutsni.org](http://www.girlscoutsni.org)
  - Cookie Resources, [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources)
- Rallyhood—join Cookie Program, GSNI Rally, <https://rallyhood.com/157732>
- eBudde™, <https://cookieportal.littlebrownie.com>
- Digital Cookie (DC24), <https://digitalcookie.girlscouts.org/login>
- Little Brownie Bakers, <https://www.littlebrowniebakers.com>

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Indicates topics that will be discussed at one of the Virtual MicroTrainings. See Schedule on pages 4-5.

## Financial Information

- Troops should contact the GSNI Finance Department for any concerns or problems with sweeps, parent payment delinquencies, and NSF (non-sufficient fund) checks by required deadlines with required forms at [customer care@girlscoutsn.org](mailto:customer care@girlscoutsn.org) or 844-476-4463.
- All troops must collect from the parent of each Girl Scout a completed **Product Program Permission/Financial Responsibility form**. Only one form per Girl Scout membership year is required.
- Parent Delinquency**—Troops will be responsible for parent debt if the appropriate forms and receipts are not submitted by the deadline of Wednesday, March 13. Parent delinquency submissions must include, Parent Delinquency form, Product Program Permission/Financial Responsibility form and receipts of cookie packages issued, and any money collected.



## Cookie Varieties

All nine cookie varieties are to be sold at \$5/package, including the specialty cookies Toffee-tastics (gluten free) and S'mores. Only the cookies listed below are offered by GSNI's contracted baker, Little Brownie Bakers. No other cookies are to be sold by GSNI Girl Scouts or troops. This includes any cookies from the other baker with the same name (Adventurefuls, Trefoils, Thin Mints).

### Core Cookies

- Adventurefuls
- Lemon-ups
- Trefoils
- Do-Si-Dos
- Samoas
- Tagalongs
- Thin Mints



### Specialty Cookies

- Toffee-tastics (Gluten Free)
- S'mores



Both these specialty cookies will be available on the Girl Scout's order card and can be ordered through Digital Cookie for initial order. A very limited supply of specialty cookies will also be available for troops to order through Cookie Cupboards. To ensure you have these specialty cookies for cookie booths, order extra packages with the troop initial order. See page 13 for suggestions on the number of cookie packages to order for cookie booths.



## Cookie Program Participation Methods

- **Digital Cookie (DC24)**—Contact potential customers with a personalized cookie platform for online ordering. A Girl Scout's Digital Cookie link/URL can be used in combination with any of the participation methods below.
- **Door-to-Door**—Take cookie orders using the cookie order card or Digital Cookie.
- **By Phone**—Call or text customers personally.
- **Social Media**—Post messages on approved social media sites following policies on page 23.
- **Email**—Send emails to ask for support of a cookie purchase taken on the traditional order card and/or provide your Digital Cookie link/URL.
- **Cookie Craver**—After Initial Order, take orders with the Cookie Craver order card and pick-up cookies from Council Cupboard. See page 19.
- **Walk-about**—After delivery, go door-to-door with cookies in-hand.
- **Cookie Booth**—Sign-up or arrange for one or more cookie booth sites during approved dates.
- **Cookie Stand**—Hold a "lemonade stand" style booth at a Girl Scout's house.
- **Gift of Caring**—Promote purchase of cookies for donation for those who do not want cookies for themselves.
- **Parent Workplace**—Design posters and flyers to post with an order card or Digital Cookie link/URL or go to the workplace to take orders in-person. Always follow all workplace policies.
- **Businesses**—Contact business owners to make a cookie purchase or donation purchase. See Cookie Business Challenge on page 19.
- **Virtual Cookie Booth**—Use a Girl Scout or Troop Digital Cookie link to promote pre-orders with a planned date/time in a public location for customers to pick-up their orders. See page 11.





## Adhere to GSNI Cookie Program dates, pricing, council boundaries, and cookies.

Program dates and pricing are specific for each Girl Scout council. It is important that troops, Girl Scouts, and families follow the program dates and pricing for GSNI council. Girl Scouts may participate in-person and/or online using Digital Cookie throughout the entire program. Cookie Booths may only occur during the designated booth dates of February 9-March 10, 2024 (February 9-February 15, Troop Booths only—see page 12). Troops may hold booths both on the weekends and on weekdays. Troops may face consequences if dates and pricing are not followed—see page 23.

All GSNI troops must keep in-person participation within the boundaries of GSNI. No booth sites or door-to-door may occur outside of GSNI boundaries. To confirm if a retail location or city is within GSNI boundaries, please contact the GSNI Product Program Team. If you see a troop participating within GSNI boundaries which you suspect is not from Northern Illinois council, DO NOT confront the troop, be argumentative, or engage in a conflict. Please make specific note of the date, time, location, and troop number and report the information to your SU Cookie Coordinator or Product Program Team. GSNI will follow up with the appropriate council.

Finally, only cookies offered by GSNI's contracted baker, Little Brownie Bakers (listed on page 3) may be sold. No other cookies are to be sold by GSNI Girl Scouts or troops and ALL packages must be sold for \$5/package. This includes any cookies from the other baker with the same name (Adventurefuls, Trefoils, Thin Mints).






## 2024 Cookie Program Schedule

January		
Tuesday	2	<ul style="list-style-type: none"> <li>eBudde™ login Welcome emails sent to registered volunteers (Troop Cookie Chairs and Troop Leaders); login link expires in 48 hours.</li> <li>Troop Booth site requests entry in eBudde™ for approval begins.</li> </ul>
Wednesday	3	Digital Cookie login Invite emails sent to registered Troop Cookie Chairs, Troop Leaders, and parents of all registered Girl Scouts. See page 20.
Friday	5	Cookie Program begins!
Saturday	6	Virtual Cookie Kick-off premiers at 10:30 a.m. on YouTube @GSNorthernIL Available to view any time after premier.
Tuesday	16	Virtual MicroTraining @ 12-1 p.m. OR 7-8 p.m. <b>TOPICS: Order submission, Council Cookie Booth sign-up and other upcoming deadlines.</b> Training link at <a href="http://www.girlscoutsni.org/cookieresources">www.girlscoutsni.org/cookieresources</a> or Rallyhood.
Sunday	21	<ul style="list-style-type: none"> <li>Troops must meet the minimum troop size requirement. See page 24.</li> <li>Girl Scout/Parent enters paper order card orders into Digital Cookie on My Cookies tab by 11:59 p.m. OR turns paper order card into Troop Cookie Chair.</li> </ul>
Monday	22	<ul style="list-style-type: none"> <li>Troop Cookie Chair enters/reviews Girl Scout orders in eBudde™ and submits Troop Initial Order. Troop Cookie Chair locked out of eBudde™ at 11:59 p.m. for Initial Order SUBMIT.</li> <li>New troop deadline to enter banking information into eBudde™. Returning troop deadline to review uploaded banking information in eBudde™.</li> <li>Troop Cookie Chair locked out of Setting Tab in eBudde™.</li> </ul>
Monday-Wednesday	22-24	Pause in transfer of online orders from Digital Cookie to eBudde™. Monday through approximately 5 p.m. on Wednesday.
Wednesday-Sunday	24-28	Council Booth first round sign-up through eBudde™ begins at 6 a.m. Wednesday through 11:59 p.m. Sunday.
Thursday	25	Digital Cookie Troop Links available to set-up in Digital Cookie.
Saturday-Sunday	27-28	Troop Delivery Time sign-up begins at 8 a.m. Saturday through 11:59 p.m. on Sunday in eBudde™ for service units using this scheduling method.
Monday	29	<ul style="list-style-type: none"> <li>Council Booth second round sign-up through eBudde™ begins at 6 a.m.</li> <li>Troops may begin entering Cookie Cupboard orders in eBudde™.</li> </ul>



## February

Thursday-Tuesday	1-6	Delivery of cookies to troops (date varies by SU).
Wednesday	7	Virtual MicroTraining @ 12-1 p.m. OR 7-8 p.m. <b>TOPICS: Troop Links, Cookie Booths, Cookie Cravers and Walk-about selling method.</b> Training link at <a href="http://www.girlscoutsni.org/cookieresources">www.girlscoutsni.org/cookieresources</a> or Rallyhood. 
Thursday	8	<ul style="list-style-type: none"> <li>• Cookie Cupboards open. See cupboard list for specific times and locations.</li> <li>• Cookie Craver forms accepted at Council Cookie Cupboards ONLY during cupboard hours.</li> <li>• Walk-about with cookies in-hand begins.</li> </ul>
Friday	9	Troop Booths begin. Booths reserved by troop and entered in eBudde™ for approval.
Friday	16	<ul style="list-style-type: none"> <li>• Council booths begin. Booths reserved by council and troops reserve in eBudde™.</li> <li>• Digital Cookie Troop Links available on Cookie Finder for direct ship and donation orders.</li> </ul> 
Saturday	17	Recommend deadline for depositing 50% of paper order card money into troop account.
Wednesday	21	First Bank Sweep of troop accounts, 50% of initial order. See page 9.
Tuesday	27	Virtual MicroTraining @ 12-1 p.m. OR 7-8 p.m. <b>TOPICS: Entering Girl Delivery orders, allocating cookies to Girl Scouts, and other end of season tasks.</b> Training link at <a href="http://www.girlscoutsni.org/cookieresources">www.girlscoutsni.org/cookieresources</a> or Rallyhood. 

## March

Saturday	2	Last day Cookie Craver forms accepted at Council Cupboards.
Monday	4	Girl Delivery option in Digital Cookie ends at 11:59 p.m.
Saturday	9	Council Cookie Cupboards close. Volunteer cupboards will close at the end of booth sales or earlier dependent on inventory. <b>For final transactions, council cupboards will be open Tuesday, March 12.</b>
Sunday	10	Cookie Program ends.
Wednesday	13	<ul style="list-style-type: none"> <li>• Troop Cookie Chair SUBMITS Final Rewards by 11:59 p.m.</li> <li>• All Parent Delinquency forms due to Finance Department from Troop Cookie Chairs.</li> </ul>
Monday	18	<ul style="list-style-type: none"> <li>• Deadline to submit names for Multi-Girl Scout Family Special Rewards.</li> <li>• Entries due for Cookie Business Challenge.</li> </ul>
Tuesday-Friday	19-22	Gift of Caring cookies may be picked up from Council Cupboards by appointment to donate to local organizations.
Saturday	23	Recommended deadline for depositing all cookie funds into troop account.
Wednesday	27	Final Bank Sweep of troop accounts, balance of total amount due.
Friday	29	All NSF Check Notifications due to Finance Department from Troop Cookie Chairs.

## April-June

Wednesday	April 10	Troop Proceeds Credits deposited in troop accounts for troops owed proceeds.
Monday	April 17	Entries due for Gift of Caring Opportunity.
Approx.	Mid-April	SU Cookie Coordinator receives rewards shipment for distribution to troops.
Saturday	April 20	Build-A-Bear reward event @ South Elgin Resource Center.
Saturday	May 18	CAD, SR, AMB High Adventure Seller-bration @ Mary Ann Beebe Center.
Saturday	June 1	D, BR, JR Super Seller-bration @ Camp McCormick



## The 5 Essential Skills—What Girl Scouts Learn!

When Girl Scouts participate in the Girl Scout Cookie Program, the largest Girl Scout-led entrepreneurial program in the world, they learn these 5 Essential Skills:

- Goal Setting—Girl Scouts learn how to set goals and create a plan to reach them.
- Decision Making—Girl Scouts learn to make decisions on their own and as a team.
- Money Management—Girl Scouts learn to create a budget and handle money.
- People Skills—Girl Scouts find their voice and build confidence through customer interactions.
- Business Ethics—Girl Scouts learn to act ethically, both in business and in life.



goal setting



decision-making



money management



people skills



business ethics

	Cookie Business		Financial Literacy		Cookie Entrepreneur Family	Entrepreneur
Daisy						
Brownie						
Junior						
Cadette						
Senior						
Ambassador						

## Cookie Business Badges

When Girl Scouts sell Girl Scout Cookies, they are practicing goal setting, decision making, money management, people skills, and business ethics—as they learn to think like an entrepreneur. Girl Scouts can earn badges each year they run their own Girl Scout Cookie business.

## Entrepreneur Badges

Dreaming about creating a business that can make a difference? With the Entrepreneur badges, Girl Scouts will create and pitch a product or service that solves a real-life problem. Then they'll build a business plan and think about topics like production, cost, profit, marketing, and competition. (Funded by Susan Bulkeley Butler and designed in collaboration with VentureLab).

## Financial Literacy Badges

Based on real-life situations, such as budgeting and philanthropy, these badges give young women a deeper understanding of financial literacy, empowering them for future life success.

## Cookie Entrepreneur Family pin

The Cookie Entrepreneur Family pin enables Girl Scouts and their families to learn to think like entrepreneurs as they participate in the Girl Scout Cookie Program. Each Girl Scout level and year has its own set of requirements to help families guide their Girl Scouts to run their own cookie business year after year. Girl Scouts can earn all 13 pins in the collection—one unique pin for every year they participate. For guidelines go to [www.girlscoutcookie.org/entrepreneurfamily](http://www.girlscoutcookie.org/entrepreneurfamily) or [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources).



# Volunteer Position Description—Troop Cookie Chair

**Term:** A one-year term that is renewable upon successful completion of a year-end review.

**Summary:** The Troop Cookie Chair organizes and oversees the Cookie Program throughout the year to include Girl Scout-led decisions.

**Reports to:** Service Unit Cookie Coordinator

**Support:** Service Unit Team, GSNI Product Program Department

**Benefits:** Strengthen Leadership Skills, Increase Management Skills, Enhance Business Skills

## Responsibilities:

- Promote participation of Girl Scouts in the Cookie Program. Encourage understanding of benefits of program participation, including practical life skills, financial literacy, and entrepreneurial mindset.
- Complete required troop trainings for Cookie Program annually.
- Collect Product Program Permission/Financial Responsibility form from each Girl Scout's parent/care giver.
- Plan, organize, and implement Cookie Program for troop. Complete requirements by deadlines.
- Communicate program details, procedures, and deadlines to Girl Scouts and parents/care givers in troop.
- Keep accurate inventory and understand transactions in eBudde™ and Digital Cookie systems. Enter/review in eBudde™ all paper order card Initial Orders, submit by deadline. After Initial Order, enter additional cookies sold by and distributed to Girl Scouts for additional sales, Digital Cookie Girl Delivery orders, and cookie booths. Utilize receipts when distributing product.
- Keep accurate financial records. Utilize eBudde™ to record payments. Utilize receipts when collecting money.
- Collect cash and checks for in-person transactions and deposit in troop account in preparation for payment to council through ACH sweeps.
- Manage the troop's funds in accordance with all policies and procedures of GSUSA and GSNI. Provide receipts and financial records to Troop Administrator/Leader at the end of the program.
- Pick-up Initial Order from Service Unit delivery on designated date/time and distribute to the Girl Scouts in your troop; parent signature required. Remind Girl Scouts to distribute to customers in a timely manner.
- Transport and store cookies in a clean, smoke/odor-free environment.
- Reserve Council Booths or enter Troop Booth requests for approval in eBudde™.
- Pick-up rewards from the Service Unit Cookie Coordinator and distribute to Girl Scouts earning.
- Attend service unit volunteer meetings regularly and ensure troop representation.

## Qualifications:

- **Personal Integrity:** Demonstrate dependability, honesty, and credibility.
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments, unexpected obstacles, or diverse people expressing different perspectives, needs or demands.
- **Oral/Written Communication:** Express ideas and facts clearly and accurately.
- **Fostering Diversity:** Understand, respect, and embrace differences.
- **Computer Skills:** Access to e-mail and the Internet.

## Additional Requirements:

- Must be at least 18 years of age.
- Be guided in all actions by the Girl Scout Mission, Promise, and Law.
- Experience in education and/or adult education is a plus.
- Must be a registered member of Girl Scouts of the USA (GSUSA) and have a Girl Scouts of Northern Illinois (GSNI) background check on file.
- Must have knowledge of Girl Scouting, including Safety Activity Checkpoints and council policies.
- Remain informed about and comply with the most current policies, procedures, and guidelines of GSNI and GSUSA.
- Must complete required training as assigned and provided by GSNI and GSUSA.






## Troop Cookie Chair Checklist

### Prior to Program Start

	All Girl Scouts participating in the Cookie Program must be registered members of Girl Scouts of the USA (GSUSA) for the 2023/2024 membership year (MY24).
	Register as a member of Girl Scouts of the USA (GSUSA) with volunteer role of Troop Cookie Chair and have a Girl Scouts of Northern Illinois (GSNI) background check on file.
	Complete the Mandatory Online Troop Training through gsLearn. This online training must be completed to receive the troop's program materials. Available on gsLearn starting November 29.
	<p>Login to eBudde™. See eBudde™ Troop Manual for login instructions.</p> <ul style="list-style-type: none"> <li>Keep "Get's Email" green to receive important program updates and reminders sent from GSNI and/or your SU through the eBudde™ system.</li> <li>Confirm all Girl Scouts in the troop are listed in eBudde™. <ul style="list-style-type: none"> <li>If a troop member is not listed, confirm if registered. Contact Customer Care at <a href="mailto:customercare@girlscoutsnri.org">customercare@girlscoutsnri.org</a> or 844-476-4463 for membership assistance.</li> <li>GSNI completes uploads of members into eBudde™ once a week, usually on Tuesdays.</li> </ul> </li> </ul>
	Prepare materials for distribution to Girl Scouts.
	Review Rallyhood, <a href="http://www.girlscoutsnri.org/cookieresources">www.girlscoutsnri.org/cookieresources</a> and <a href="http://www.littlebrowniebakers.com">www.littlebrowniebakers.com</a> for resources to use at the troop planning meeting.
	<p>At a troop meeting, discuss the following with Girl Scouts and parents.</p> <ul style="list-style-type: none"> <li>Benefits of participation, including entrepreneurial mindset, 5 essential life skills, troop proceeds, individual rewards, and council support.</li> <li>Set Troop goals together and discuss how participants may want to set their own goals.</li> <li>Products—Cookie varieties and Gift of Caring.</li> <li>Selling methods and procedures.</li> <li>Distribute materials to each registered Girl Scout in the troop. <ul style="list-style-type: none"> <li>Have parent(s) sign Product Program Permission/Financial Responsibility form. Keep on file through the end of the season, until all payments are received.</li> <li>Cookie Order Card and Money Envelop</li> </ul> </li> <li>Participate as a troop in additional activities related to the Cookie Program emphasizing the 5 Essential Skills and entrepreneurial mindset, including, GSNI Virtual Cookie Kick-off (VCKO), SU Cookie Rally, badges, activities, etc.</li> </ul>

### Program Start through Initial Order Submit

	Girl Scout/Parent enters paper order card orders into Digital Cookie on My Cookies tab. OR turns paper order card into Troop Cookie Chair to be entered into eBudde™.
	Login to eBudde™.
	Confirm again that all Girl Scouts registered as current Girl Scout members are listed. Only GSNI Product Program Team can add Girl Scouts to a troop in eBudde™.
	<p>Review all order information on Init. Order tab eBudde™. Save as entering, but do not submit troop until all are completed.</p> <ul style="list-style-type: none"> <li>Review Order Card line if parent entered in Digital Cookie. Edit/enter paper order card orders as needed.</li> <li>The total and types of packages for parent approved Girl Delivery orders received by January 21, will be listed on a separate sub-line for each Girl Scout on the Init. Order tab. This line, labeled DOC Girl Del., will be gray and cannot be edited.</li> <li>Enter additional cookies on BOOTH line, including Toffee-tastics and S'mores, that a troop wants for booth sales. Payment of 50% of any cookies ordered on the Initial Order will be swept on Wednesday, February 21, 2024.</li> <li>On the Settings Tab, if an older Girl Scout troop (Cadette, Senior, Ambassador) is opting out of rewards, this must be selected PRIOR to submitting initial order.</li> </ul>
	<b>SUBMIT Initial Order by January 22, 2024 @ 11:59 p.m.</b>
	<p>On the Settings Tab, <b>new troops enter banking information and returning troops verify banking information is correct by January 22, 2023 @ 11:59 p.m.</b> Troops may jeopardize being able to pick-up Initial Order at their service unit delivery, if not completed.</p> 

## Initial Order Delivery

	Initial Order will be delivered in full cases, so the troop will receive more cookies than the exact order of packages needed to fulfil Girl Scout orders. Girl Scouts should continue to sell these cookies as the troop will be financially responsible for payment of all cookie packages received.
	<p>Pick-up all cookies ordered through Initial Order from SU delivery station.</p> <ul style="list-style-type: none"> <li>o Troops are required to pick-up on assigned delivery date and location. The Troop Cookie Chair/Leader is not required to be the pick-up person.</li> <li>o Bring list to know how many cases of each variety of cookies the troop is receiving.</li> <li>o Empty vehicle to have enough room for the entire order. Additional vehicles may be needed. The entire order must be picked up at once.</li> <li>o If your Service Unit's delivery method is a drive-thru or trailer drop, put a sign in the vehicle windshield with the troop number BIG and BOLD.</li> <li>o Count the order as it is being loaded into the vehicle, agree with the site counter and sign-off on receipt of product. Once you have signed that the order is correct and leave the site, you will not be able to return to the site "fix" your delivery. If you do believe an error was made, contact your SU Cookie Coordinator and/or Product Program Team immediately to review the situation. If approved, you will need to pick-up any missing cookies another date from a council cookie cupboard.</li> </ul>
	Make two copies of each Girl Scout's order (use receipt booklet or bubble sheets) so the second can be used as a receipt for the Girl Scout/parent when the order is picked up.
	Sort cookie packages by each Girl Scout's total orders.
	Arrange a time for Girl Scouts/parents to pick-up their orders. Count order and have parent sign-off on receipt as agreement that order is correct.

## Payment Collection

	Girl Scouts collect payment from paper order card orders at time of delivery to the customer. All online orders are paid for at the time of the order.
	<p>Collect money for paper order card orders from Girl Scouts/parents and deposit into troop account by suggested deadline of Saturday, February 17. The troop account will be swept by 50% of Initial Order on First Bank Sweep date of Monday, February 21.</p> <ul style="list-style-type: none"> <li>o To estimate amount of initial sweep, go to Sales Report tab in eBudde™ and calculate 50% of <i>Amount You Owe Council</i>. Or use this FORMULA: Initial Order total sales, minus troop proceeds, minus Digital Cookie payments, times 50% (divided by 2). Example: 100 packages sold (\$500) of which 20 packages were Digital Cookie. \$500 (initial sales) - \$85 (troop proceeds for 100 packages x \$.85) - \$100 (20 Digital Cookie packages x \$5) = \$315. Take 50% of \$315 = \$157.50 would be the amount of initial sweep.</li> </ul>
	Using the Girl Orders Tab, record payments received from each Girl Scout. It is very important to keep good records of all money received.
	<b>Submit Parent Delinquency form with required documentation by the deadline of Wednesday, March 13</b> , to GSNI's Finance Department for assistance with payment collection.

## Selling Opportunities After Initial Order

	Cookie Booths—Friday, February 9-Sunday, March 10. <b>See pages 10-11 for more details on types of booths and how to plan and set-up a Cookie Booth.</b>
	Cookie Craver—see pages 19 for more details.
	Walk-about selling—Individual Girl Scouts (or in small groups) sell door-to-door with cookies in-hand.
	Digital Cookie Troop Link—All troops will have the ability to set-up their Troop Link starting Thursday, January 25.



Indicates topic that will be discussed at one of the Virtual MicroTrainings. See pages 4-5.

# Cookie Package Allocation and Final Rewards Submission

	Confirm all cookies are entered on the Girl Orders tab for cookies distributed to Girl Scouts for Digital Cookie Girl Delivery orders AFTER initial order and any other additional sales.
	Allocate sales of all cookies in eBudde™ using the Girl Orders tab or Booth Recorder. If all cookies were sold, the Total should be 0 (zero) in the Difference row at the bottom of the Girl Orders tab.
	Review all Girl Final Rewards to verify it populated correctly. Select choices of rewards where applicable.
	Order Booth patches, if desired, for Girl Scouts who participated in a Cookie Booth. Order Volunteer patches (maximum 5) for volunteers/parents who assisted with the program, if desired. There is no additional cost for either of these patches, but the count must be entered to receive.
	<b>Submit Final Rewards by deadline of Wednesday, March 13 @ 11:59 p.m.</b>
	Final Rewards will be delivered to the SU Cookie Coordinator in mid to late April. Volunteers will be contacted with troop pick-up information after rewards are received and sorted by the SU Cookie Coordinator. Troops will not be given rewards if payment is still due to council.
	DO NOT distribute rewards to a Girl Scout, if you have not received all payments due.

## Finalize Program

	Collect all payments from Girl Scouts/parents and deposit into troop account prior to the Final Sweep on Wednesday, March 27. Balance due for all cookies received will be swept on this date.
	Submit non-sufficient funds (NSF) check notifications to GSNI Finance Department if any NSF checks are received from the bank of troop account by deadline of Friday, March 29.
	Keep a copy of the Product Program Permission/Financial Responsibility forms until all payments have been received from Girl Scouts and all bank sweeps completed.
	If not the Troop Leader, share all financial records (deposits and council bank sweeps) with the Troop Administrator/Leader(s).
	Contact your SU Cookie Coordinator or email <a href="mailto:cookies4you@girlscoutsni.org">cookies4you@girlscoutsni.org</a> with any comments, suggestions, or ideas for next year.



## Types of Cookie Booths



Cookie Booths are a fast and easy way for Girl Scouts to sell cookies to customers. Participation in Cookie Booths is strongly encouraged, but optional for troops and Girl Scouts. Individual Girl Scouts striving for high goals, may participate in a Cookie Booth individually with a parent.

### **Traditional Cookie Booth**

A booth set-up in front of a retail location. These may be arranged by the troop (Troop Booth) or council (Council Booth). See pages 11 for details on process for approval and reserving.

### **Cookie Stand**

Similar to a lemonade stand, Girl Scouts set-up a booth in front of their residence or another residential property. Adult supervision and permission of property owner required. A Cookie Stand booth must be entered into eBudde™ as a Troop Booth for approval, use the title Cookie Stand as the location name.

### **Drive-thru Cookie Booth**

Unlike a traditional Cookie Booth, a drive-thru booth is not held at the door of a retail location but instead in a parking lot. Troops use a tent, signage, and traffic cones to safely direct cars to drive-up to their booth so customers can purchase cookies from the convenience of their vehicle. Parking lots at churches, schools, retail strip malls, etc. are potential locations for Drive-thru Booths. Always receive permission from the property owner or manager. A Drive-thru Booth must be entered into eBudde™ as a Troop Booth for approval.



## **Digital Cookie Troop Link**

All troops will have the ability to set-up a Digital Cookie Troop Link starting Thursday, January 25.

- For all troops that activate their Digital Cookie Troop Link, the link will be available, February 17-March 10, for customers to search on Cookie Finder at [www.girlscoutcookies.org](http://www.girlscoutcookies.org) by zip code to place shipped and donation orders ONLY.
- The Troop Link will also be available to use for other purposes, such as at a traditional booth to take credit card payment through the Digital Cookie Mobile App and be applied to the troop.

See Digital Cookie Manual for additional instructions on setting up and managing the troop link.

## **Virtual Cookie Booths**

Virtual Cookie Booths are organized by a troop for selling cookies online utilizing social media and are a great inventory risk-free option.

- Use social media to promote online shipped and donation orders using the Digital Cookie Troop Link.
- Use Digital Cookie links (troop and/or girl links) on social media promoting pre-booth online orders with a date and time of a public location for customers to pick-up their girl delivery orders.
- Virtual Booths are not entered into eBudde™, unless also selling cookies to walk-up customers at the pick-up location.
- Pre-ordering or virtual booths may also be connected to an existing traditional cookie booth for order pick-up. Use Virtual Booth tab on Digital Cookie. See Digital Cookie manual for more instructions.

## **How to Plan and Set-up a Cookie Booth**

- Cookie Booths can be held February 9-March 10. **NEW** this year the first week (February 9-15) is for Troop Booths only (see page 11 for description of Troop Booths and Council Booths).
- Decide as a troop how many booths, dates, and what locations.
- Sign-up for Council Booth sites through eBudde™.
- Arrange Troop Booth sites.
  - Receive permission from retail location store manager/property owner.
  - Receive approval from GSNI before operating the cookie booth, by entering into eBudde™ with complete address for location.
  - Provide your troop number and contact information to the person permission was received.
- Order additional cookies through eBudde™, as needed, from a Cookie Cupboard. See Cookie Cupboard information on page 14 for more details.
- Plan your Cookie Booth at a troop meeting.
  - Make posters, create signs and other items to attract attention to the booth.
  - Create a donation box for customers to purchase donation packages for Gift of Caring.
  - Have a money box or apron and bring a start-up bank for change.
  - Set-up Digital Cookie Troop Link to be able to accept credit card payments at the booth.
- Schedule Girl Scouts and parents for each booth. If multiple Girl Scouts, two adults must be present and whenever possible one should be a trained Troop Volunteer. No more than three Girl Scouts are recommended at a booth at one time.
- Practice with Girl Scouts how to approach and talk to customers, respond to customers with recommendations and alternate buying options, and thank customers whether or not they buy.
- Day of Booth
  - Record the cookie inventory and start-up bank being brought to the booth.
  - Upon arrival at location, check-in with the store manager for any final instructions.
  - Set-up booth. If following another troop, be considerate of their shift while setting up.
  - Be considerate of all customers (booth and retail location) and follow all instructions of the retail location. We want Girl Scouts to have a positive impact and be welcomed back in the future.
  - Girl Scouts should visibly wear sash/vest/tunic to identify as Girl Scouts and dress for the weather. Most retail locations do NOT allow the booth to be set-up inside.
  - Take all empty boxes with at the end of the booth. Do not overload or leave next to garbage can.
- Immediately after the booth sale is completed.
  - Take inventory of remaining cookies and count money.
  - Deposit money into troop bank account as soon as possible.
  - Give package credit to Girl Scouts participating at the booth in eBudde™ using Booth Recorder or manual entry on Girl Orders tab. See eBudde™ Troop Manual for additional instructions.

# Process for Reserving and Approval for Cookie Booths

## **Council Booth**

Council booth sites are defined as a retail location with multiple opportunities which are secured and entered into eBudde™ by council. These sites will include, but not limited to, Walmart, Sam's Club, Walgreens, Blain's Farm & Fleet, and other area high-traffic locations such as local food chains. Volunteers MAY NOT contact these locations on their own to avoid conflicting communication with the store managers. *Council Booths will be scheduled for February 16-March 10 ONLY.* All Council Booth sites are listed in eBudde™ under the Booth Sales tab. Keep watching eBudde™ for new sites and schedules. Please remove your site reservation if your troop is no longer going to utilize.

### **First Round sign-up for Council Booth sites**

- Wednesday, January 24 (6 a.m.)—Sunday, January 28 (11:59 p.m.).
- Troops may only sign-up for three sites. Each site must be a different retailer.

### **Second Round sign-up for Council Booth sites**

- Monday, January 29 (6 a.m.)—Sunday, March 10.
- Troops may sign-up for a maximum of 15 sites at the same retailer. No limits on total number of sites.

### **Booth Site Waitlist in eBudde™—**

Troops will have the opportunity to be notified if a scheduled specific booth site date/time becomes available due to a troop cancellation. See eBudde™ Troop Manual or ask your SU Cookie Coordinator for additional instructions.

## **Troop Booth**

Troop Booth sites are defined as retail locations that are NOT listed as a Council Booth site. Some examples of Troop Booth sites are restaurants, banks, churches, community events or other local retail locations. Cookie Stands and Drive-thru booths should also be entered into eBudde™ for approval as a Troop Booth site. Businesses with a no solicitation policy include, but are not limited to, CVS, Aldi, Costco, The Fresh Market, Home Depot, Meijer, Butera, Woodman's, and Target.

- Location must be within the boundaries of Girl Scouts of Northern Illinois council. Inappropriate\* locations include, but are not limited to, liquor stores, gambling facilities, CBD retailers, bars, etc.
- Obtain permission from the retailer, property owner or business manager first before requesting approval in eBudde™.
- All Troop Booth requests must be entered into eBudde™ on the Booth Sales tab. Click on Add/Edit a Troop Booth and +Add.
  - Troop Booth requests may be entered into eBudde™ starting Tuesday, January 2.
  - We do NOT recommend contacting retail locations prior to January 1 to make reservations. Prior to January 1, during holiday shopping, is when scheduling errors frequently occur on the retailer's end.
  - While there are no restrictions to Troop Booth reservations, be considerate of other troops that may want to also utilize a location.
  - Entry of complete address information is required, including exact street number and street name along with the city and zip code.
  - Requests are approved on a first-come, first-served basis. Therefore, if two troops request the same time and location, approval will go to the troop that entered their request first.
- Complete the requested information for your business location.
  - If entering a Cookie Stand site at a residential location, enter Cookie Stand as the name of the business.
- Your request will be reviewed and either approved or denied. Reasons a site may be denied include, but are not limited to, deemed inappropriate\*, reserved by another troop, complete address not provided, a Council Booth site, monopolizing a site, or a safety concern.



\*Inappropriate is defined as an establishment that Girl Scouts themselves cannot legally patronize.

## Cookie Booth Guidelines

- Registered Girl Scouts must always be present at a booth. No more than three Girl Scouts are recommended at a booth at one time.
- Girl Scouts should be identifiable by wearing their vest/sash or other Girl Scout apparel.
- Girl Scouts should remain behind the table at all times! Never run after someone for a sale.
- Girl Scouts should always be gracious and remember their manners when talking to potential customers. Always say please and thank you—even to those who decide not to purchase cookies.
- Money collected from a customer not interested in purchasing a package of cookies for themselves **MUST** go towards donation packages and may not be “pocketed” by the troop.
- Be on time when arriving and departing. Respect the time of other troop booths scheduled before or after your time.
- Respect all rules of the business location, including not blocking the entrance, setting-up in the designated location, being courteous to all customers, etc.
- Bring plenty of bills to make change. Don’t ask the business location for additional change.
- Bring your own table, chair(s), and sign(s), etc.
- Girl Scouts and parents may not go in and out of the business location. Girl Scouts should be instructed to dress for the weather and to use the bathroom before arriving at the booth. Please remember that the business is not required to let the Girl Scouts set-up inside for any reason.
- Girl Scouts should be knowledgeable to answer basic, common questions about the troop, troop and individual goals, and the Girl Scout Cookie Program.
- Clean your cookie booth area of all litter, papers, water bottles, boxes, etc. before you leave. A Girl Scout always leaves a place cleaner than how it was found!
- Represent Girl Scouts in a positive manner!



### **Represent Girl Scouts appropriately and respect your sister Girl Scouts**

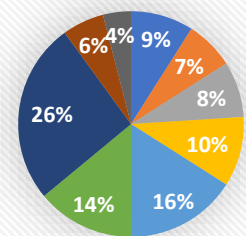
If you arrive at a booth site and there is another troop there, act appropriately.

- Have a professional, adult conversation with an adult from the other troop. Mistakes happen.
- Take the conversation away from the Girl Scouts and away from the retail location door and retail/prospective cookie customers.
- Constructively identify if there is confusion of date, time, or location on the part of one of the troops or if there is actually a double-booking. In the case of a double-booking, work together towards a fair solution such as sharing the site (especially if there are multiple entrance doors at the location), split the time that has been double-booked, etc.

## How Many Cookies to Order for a Cookie Booth?

One of the most difficult parts for troops holding a cookie booth is to estimate the number and variety of cookie packages to bring to a booth. There is no perfect formula for ordering cookies as location, weather, week of booth, saturation, etc. all factor into how many cookies may be sold at a booth. In addition to the information below and to the right, GSNI suggests troops ask for suggestions from other troops in their service unit that may have sold at the same location.

On average, troops sell 30-40 packages of cookies per hour. So, for the typical three-hour cookie booth, approximately 90-120 packages may be sold. In addition, the breakdown of cookies varieties by percentage are listed to the right, Troop Cookie Chairs should also consider the breakdown from their own troop’s initial order listed on the troop’s dashboard in eBudde™.



- Adventurefuls 9%
- Lemon-ups 7%
- Trefoils 8%
- DoSiDos 10%
- Samoas 16%
- Tagalongs 14%
- Thin Mints 25%
- S'mores 6%



## Cookie Cupboards

Troops may order additional cookies after Initial Order for cookie booths, walk-about selling, Digital Cookie Girl Delivery orders, received after Initial Order, etc. A full list of Cookie Cupboard locations, guidelines and procedures can be found on Rallyhood and eBudde™ Help Center.



**Cupboard orders can be placed starting Monday, January 29. Cupboards open Thursday, February 8.** GSNI recommends placing orders by Monday of each week for cookies needed for the upcoming weekend. Orders are filled at each cupboard in sequence received. Early placement of cupboard orders helps to ensure cookie inventory is available where needed.

### How to Place an Order



- Go to Transaction Tab in eBudde™ to place your order. Click +Add.
  - Choose a cupboard (Select Location drop down menu).
  - Enter date/time you would like to pick-up. Please note open dates and hours.
  - Place order for cookies.
    - A minimum of 12 packages must be ordered.
    - Limited quantities of specialty cookies will be available and may not be available at all volunteer-staffed cupboards.
    - Cookie varieties may be “grayed out” indicating they are not available to order due to temporary or permanent depletion of inventory at that cupboard.
  - **Click Save on Add Transaction screen.**
- Your order will be showing in the list of transactions as PENDING. **When the pending indication has been removed, an email will be sent confirming the order is ready for pick-up at the scheduled appointment time.**
  - Please allow for appropriate time to fill orders at both volunteer-staffed cupboards and council resource center cupboards, especially for large orders.
  - Orders may be altered based on inventory and availability.
- At pick-up, you will be required to show the confirmation email or receipt for the order (paper or electronic). Count through the order at the cupboard and sign the receipt.
  - **It is critical that troops pick-up orders at their scheduled appointment time!**
- Volunteers may visit a Resource Center council cupboard to pick-up cookies without an advanced order during cupboard hours, however cookie quantities and varieties available may be limited. Only Troop Leaders/Cookie Chairs listed in eBudde™ contacts for the troop may pick-up an impromptu order with the exception of Cookie Craver orders (see page 19).
- **Cookies CANNOT be returned.** Payment for cookies received through the cupboard will be collected through the Final Bank Sweep with the exception of Cookie Craver.

### How to Exchange Cookies at a Cupboard

- Cookies received from a previous cupboard order may be exchanged (individual packages or case, no minimums) for another variety. Cookies received from Initial Order may not be exchanged. S'mores and Toffee-tastics packages may be allowed to be exchanged at the Cupboard Manger's discretion based on inventory.
- When entering an exchange order in eBudde™, place your order for the cookies you would like to receive/pick-up the same as you would for any other order. In the Contact Info box, above your name, type RETURNING with the variety and number of cookie packages returning. The quantity of packages returning must equal the number of packages in the order placed.
- Damaged cookie packages may be brought to any cupboard for replacement of the same cookie variety.



**Troop to Troop Transfers** in eBudde™ are another way to obtain cookies when just a few packages are needed and gives credit to the appropriate Girl Scout and troop. **Cookie Exchange within your Service Unit is available through eBudde™.** See eBudde™ Troop Manual or ask your SU Cookie Coordinator for additional instructions.

## **Resource Center Council Cookie Cupboards**

Open February 8-March 9 and Tuesday, March 12. Place orders starting Monday, January 29.

### **South Elgin Resource Center**

353 Randall Road, South Elgin  
(next to Jewel at Stearns and Randall Roads)  
Thursday 11 a.m.-7 p.m.  
Friday 9 a.m.-5 p.m.  
Saturday 9 a.m.-12 noon  
Sunday-Wednesday CLOSED

### **Rockford Resource Center**

1886 Daimler Road, Rockford  
Thursday 11 a.m.-7 p.m.  
Friday 9 a.m.-5 p.m.  
Saturday 9 a.m.-12 noon  
Sunday-Wednesday CLOSED

### **Oswego Resource Center**

3425 Orchard Road, Oswego  
Thursday 11 a.m.-7 p.m.  
Friday 9 a.m.-5 p.m.  
Saturday 9 a.m.-12 noon  
Sunday-Wednesday CLOSED

### **Freeport Resource Center**

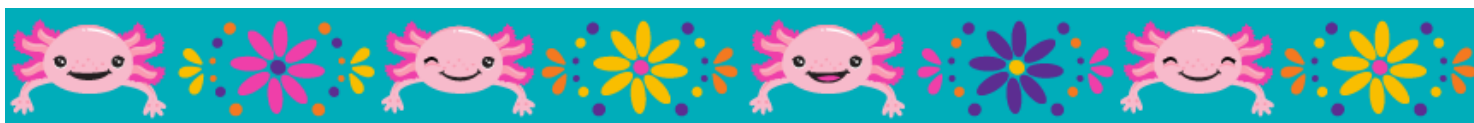
Meadows Shopping Center  
1834 S. West Ave., Suite 21, Freeport  
(regular store hours)  
Monday, Tuesday, Friday  
9 a.m.-12:30 p.m. & 1-5 p.m.  
Wednesday 1-5 p.m.  
Thursday 11 a.m.-3 p.m. & 3:30-7 p.m.  
Saturday 9 a.m.-12 noon  
Sunday CLOSED

### **Lake Zurich Resource Center**

499 Ela Road, Lake Zurich  
Open for Cookie Craver ONLY  
(regular store hours)  
Monday, Tuesday, Friday  
9 a.m.-12:30 p.m. & 1-5 p.m.  
Wednesday 1-5 p.m.  
Thursday 11 a.m.-3 p.m. & 3:30-7 p.m.  
Saturday 9 a.m.-12 noon  
Sunday CLOSED

To contact a Resource Center council cupboard, call the Cookie Hotline at 847-214-9295 during cupboard hours or Customer Care 844-476-4463 during Resource Center hours.

Additional volunteer-staffed Cookie Cupboards are available throughout the council. See your SU Cookie Coordinator, Rallyhood, eBudde™ Reports tab or eBudde™ Help Center tab for complete list of all cupboard locations and hours.



## **Service Unit Goals and Bonuses**

Service units that reach their council-set goals will receive 6¢ per case as a bonus. Those exceeding their council-set goal by 5% or more will receive 12¢ per case. We recommend these earnings be used to promote the Cookie Program for all Girl Scouts in the service unit during the following year or to host a celebration to reward the Girl Scouts for their participation and hard work! Bonuses will be issued at the end of the season. Ask your SU Cookie Coordinator for additional details on how your troop can help meet your service unit's goal.

## **Troop Proceeds**

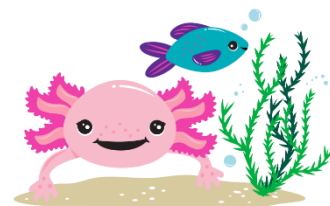
Two Tiers for Troop Proceeds—This two-tiered process allows a troop to increase their proceeds as their sales increase.

	<u>Troop PGA<sup>^</sup></u>	<u>Regular Proceeds</u>	<u>Older Girl Option**</u>
Tier 1	1-184 packages	85¢	95¢
Tier 2	185+ packages	90¢	\$1.00

<sup>^</sup>PGA—Per Girl Scout Average of Girls Scouts selling

**\*\*Older Girl Scout “Opt-Out” option—**Only troops of Girl Scouts in 6-12 grades or Cadette, Senior, and Ambassador levels may choose this option. Multi-level troops with any Daisy, Brownie, Junior Girl Scout members, may NOT choose this option. Girl Scouts in troops who choose this option do not receive any rewards including cookie dough and troop rewards. Girl Scouts will only receive patches and charms.

**This should be a Girl Scout-led troop decision and must be selected in eBudde™ BEFORE submitting the troop's Initial Order.**



## Troop Rewards



### **Troop Initial Order Reward**

Troops with a submitted Initial Order PGA (per Girl Scout average of Girl Scouts selling) of 175+ packages will receive one car magnet pictured at left (8" diameter).

### **Troop Membership or Experience Reward**

Troops reaching a final PGA (per Girl Scout average of Girl Scouts selling) of 375+ packages will have a choice of reward.



Membership renewal for 2024/2025 Girl Scout membership year for all Girl Scouts in the troop that participated in the 2024 Cookie Program.

**OR**

Troops make a Girl Scout-led decision and arrange an experience of their choice to be taken by August 1, 2025. GSNI will reimburse the troop for up to \$25/Girl Scout for the Girl Scouts in the troop that participated in the 2024 Cookie Program and up to 3 trained Troop Volunteers (fees for additional trained Troop Volunteers will be reimbursed if required for ratios).



## Girl Scout Rewards

All Girl Scouts will receive rewards based on the number of cookie packages sold as entered and assigned in eBudde™. Girl Scout troops at levels Cadette—Ambassador have the option to opt-out of rewards and the troop will receive an additional 10¢/package in troop proceeds. See page 15 for more details.

### **Final Rewards**

- **Cookie Dough**—This is a council e-code that Girl Scouts can use towards membership fees, at GSNI council stores, GSNI's Build-A-Bear store, GSNI summer camps, most council-sponsored events and programs, many SU events and programs, etc. Cookie Dough is **NON-CUMULATIVE**, meaning only the highest amount is received. Cookie Dough will be emailed directly to parents (or the email associated with the Girl Scout's membership) of participants who earn it following the program. Cookie Dough is not redeemable for cash and expires April 1, 2025. Cookie Dough expiration dates can be extended **ONLY** if saving for GSUSA approved Destination Trip or Life-time membership. Contact a Product Program Team member to extend **PRIOR** to the expiration date.
- **Bar level patches**—These patches are not shown on the order card, but will be awarded at the 100+, 200+, etc. package levels through 1000+. Only the highest-level patch will be awarded.
- All rewards are cumulative (except Cookie Dough) through the 850-1,049 pkg level. Starting at the 1,050-1,399 package level and above, rewards are **NON-CUMULATIVE**, meaning only the highest reward level reached is received.



### **Digital Cookie Reward**

Earned by Girl Scouts with 72+ packages sold through Digital Cookie through the Girl Scouts site.



# Girl Scouts of Northern Illinois 2024 Cookie Program Rewards

My Personal Goal: \_\_\_\_\_ NUMBER OF PACKAGES

Multiple daughters selling? Contact us at [cookies4you@girlscoutsnl.org](mailto:cookies4you@girlscoutsnl.org) for criteria to earn a special Sister Patch and reward opportunities at 500 and 3500 package levels. Rewards are cumulative (except Cookie Dough) through the 850-1049 package level.

## Patch Rockers - Earn them all!



## Troop Experience

375+ packages Troop final per Girl Scout average

Membership renewal for 2024/2025 Girl Scout membership year for all Girl Scouts in the troop that participated in the 2024 Cookie Program.  
OR  
Troops make a Girl Scout-led decision and arrange an experience of their choice to be taken by August 1, 2025. GSNI will reimburse the troop up to \$25/Girl Scout for the Girl Scouts in the troop that participated in the 2024 Cookie Program and up to 3 trained Troop Volunteers (one for additional trained Troop Volunteers will be reimbursed if required for ratios).



**OWN YOUR MAGIC**  
24-59 packages  
Theme Patch

**OWN YOUR MAGIC**  
60-99 packages  
Charm Patch AND Own Your Magic Charm

**DIY PLAYING CARDS AND STAND CHARM**  
100-159 packages

**Write It and See It**  
160-214 packages  
Action Patch AND Magical Marker

**2024**  
215-299 packages  
Lucy the Axolotl AND 2024 Year Bar patch

**300-399 packages**  
Axolotl Socks AND \$15 Cookie Dough

**400-499 packages**  
Lottie the Mini Axolotl AND Axolotl Samoas charm AND \$20 Cookie Dough

**Seller-bration**  
500-649 packages  
DA/BR/JR Super Seller-bration at Camp McCormick (June 1, 2024) OR CAD/SR/AMB High Adventure Seller-bration at Mary Ann Beebe Center (May 18, 2024) AND Collapsible Camp Cup AND \$25 Cookie Dough

**Vegan leather**  
650-849 packages  
CHOICE: Crossbody Bag AND Baseball Cap OR The Shoe That Grows - donate a pair of shoes to a child in Kenya (Girl Scout receives a patch) AND \$30 Cookie Dough

**BUILD-A-BEAR WORKSHOP**  
850-1049 packages  
CHOICE: Weekend Tote, Puffy Camp Blanket AND Axolotl Pillow OR Build-A-Bear event at South Elgin Resource Center (April 20, 2024) AND \$35 Cookie Dough

Council reserves the right to make substitutions to the item's color material or size, or to substitute an item of equal or greater value due to changes or challenges in product availability.

## Rewards at 1050-3500+ levels are not cumulative

**1050-1399 packages**  
CHOICE: Friendship Tree House LEGO set OR Karaoke Machine AND \$40 Cookie Dough

**1400-1799 packages**  
CHOICE: Customizable Nike Air Force 1 shoes OR Wireless Mini/Pocket Projector with Foldable Screen AND \$50 Cookie Dough

**1800-2599 packages**  
CHOICE: Microsoft Xbox Series S OR Chic & Unique, 1-year subscription box AND \$60 Cookie Dough

**2600-3499 packages**  
CHOICE: Surface Pro Tablet with Type Cover OR Build-A-Bear party for up to 12 people at South Elgin Resource Center AND \$75 Cookie Dough

**3500+ packages**  
CHOICE: 4-night Trip to Walt Disney World OR Universal Resort for Girl Scout and one chaperone (includes hotel, airfare, and park passes) AND \$100 Cookie Dough

## NEW Build-A-Bear Workshop Rewards



At 850-1,049 package reward level, Girl Scouts have a choice to attend a Build-A-Bear event on Saturday, April 20, at South Elgin Resource Center. Girl Scouts will make a special furry friend with a Girl Scout vest. Additional activities and refreshments will be part of the event.

At 2,400-3,499 package reward level, Girl Scouts have a choice to receive their own Build-A-Bear party for up to 12 guests at South Elgin Resource Center. Party must be held by August 1, 2025.

## Fall & Cookie Crossover Patch

All Girl Scouts that participated in the GSNI 2023 Fall Product Program, utilized the "Share My Site" feature, and sent 18+ emails to customer through the M2OS system, QUALIFIED to earn the Fall & Cookie Crossover Patch featuring her avatar created during the 2023 Fall Product Program.

To earn the patch, qualified Girl Scouts must send 18+ unique emails to customers through Digital Cookie DC24 and sell 225+ packages of cookies during the 2024 Cookie Program.

At the conclusion of the Cookie Program, Girl Scouts who met the patch requirements for both product programs will receive an email to confirm name and mailing address. The patch will be sent directly to the Girl Scout.



## Multi-Girl Scout Family Rewards

Two or more Girl Scouts in the same family must be participating in the GSNI 2024 Cookie Program. Girl Scouts must live in the same household (full or part-time). **To receive, Parents or Troop Cookie Chair MUST complete the online Multi-Girl Scout Family Reward form.** The link to the form is located on Rallyhood, [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources). Number of packages sold must be listed in eBudde™.

### Sister Patch

- Two Girl Scouts in the family must sell a combined total of 300 packages (one girl must sell a minimum of 135 packages).
- For each additional Girl Scout in the family, an additional 135 packages per Girl Scout must be sold.

### Seller-bration events

- Two Girl Scouts in the family must sell a combined total of 750 packages (one Girl Scout must sell a minimum of 250 packages).
- For each additional Girl Scout in the family, an additional 250 packages per Girl Scout must be sold.

### 3500+ Reward Level Trip

- Two Girl Scouts in the family must sell a combined total of 5500 packages (one Girl Scout must sell a minimum of 2750 packages).
- For each additional Girl Scout in the family, an additional 2750 packages per Girl Scout must be sold.
- Girl Scouts' troops may NOT opt-out of rewards.



## Gift of Caring (GOC)

Girl Scouts may collect donations or “sell” packages of cookies to be donated to military troops through local military organizations, local first responders, essential workers, and other local organizations.

- Packages sold for donation through Digital Cookie are listed under the GOC column in eBudde™.
- During the Initial Order stage, Girl Scouts sell donation packages for \$5/pkg. Parents or the Troop Cookie Chair enters the Girl Scout's Initial Order under the GOC column ONLY. The Girl Scout/troop will not physically receive the packages. The customer purchasing the package(s) to be donated does NOT select the variety of cookie. Girl Scouts should collect payment at the time of the order since there is no delivery. Girl Scouts will ONLY earn the Gift of Caring patch for 18+ packages donated and listed in the GOC column in eBudde™.
- If a Girl Scout sells a donated package following the Initial Order stage, the troop has a choice of how to handle. Give the Girl Scout credit in eBudde™ on the Girl Orders tab for the sale under a specific type of cookie and sets this package aside (the package should no longer be included in the troop's inventory of sellable cookies) OR enter in GOC column and DO NOT set the package aside.
- Money collected from a customer not interested in purchasing a package of cookies for themselves MUST go towards GOC packages and not be “pocketed” by the troop.

At the end of the sale, troops can bring donation packages set aside to a resource center council cupboard or donate directly to local organization(s). See Gift of Caring Opportunity on page 18-19 for more details.



## Cookie Program Activities

Activities are available to both troops and individual Girl Scouts.

### Gift of Caring Opportunity

GSNI encourages troops to deliver GOC cookies. For troops that deliver GOC Cookies and complete the GOC Delivery form, participants will receive the Heart charm!

- Contact one or more local organizations such as first responders (fire department, police department, etc.), military organizations (VFW, American Legion, etc.), service organizations (Lion's Club, Kiwanis Club, etc.), food pantry, essential businesses (teachers, hospitals, doctor offices, post offices, bus drivers, etc.) or another local organization to donate cookies.



- At the end of the Cookie Program, arrange a date for Girl Scouts in the troop to deliver donated cookie packages.
- Donate cookie packages set aside by the troop or pick-up cookie packages from council to donate.
  - To pick-up from GSNI, contact a Product Program Team at your preferred council cupboard. Cookies must be picked up, **by appointment**, weekdays, during Resource Center hours Tuesday-Friday, March 19-March 22.
- Take photos of Girl Scouts delivering cookies.
- Submit the GOC Delivery form available at [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources) and Rallyhood and send photo to [cookies4you@girlscoutsni.org](mailto:cookies4you@girlscoutsni.org). **Form must be submitted by Monday, April 17, for Girl Scouts to receive charms.** If a troop delivers GOC cookies to multiple organizations, a form may be submitted per organization, but Girl Scouts will only receive one charm.
- Charms will be mailed to the troop contact person entered on form in June.

## **Cookie Business Challenge**

Girl Scouts can be a Cookie Entrepreneur by participating in the Cookie Business Challenge!



**What is the Challenge?** Girl Scouts are encouraged to ask businesses to purchase or make a Gift of Caring donation of a case (12 packages) or more of cookies. When the cookies are delivered by the Girl Scout, pictures are encouraged be taken and shared.

**What does a Girl Scout earn?** If a Girl Scout sells a case or more to three or more businesses, the Cookie Captain patch will be earned. This patch is not calculated through eBudde™ and will be sent separately.

**What does the Business receive?** Any business that purchases a case or more of cookies from a GSNI Girl Scout will receive a window cling thanking them for supporting Girl Scouts of Northern Illinois and the Girl Scout Cookie Program. For any business that purchases 5 or more cases, GSNI will give additional promotion of the business by recognizing on GSNI social media, GSNI website, and displayed at GSNI seller-bration events.

**How to receive patch and recognize business(es)?** For Girl Scouts to receive their patch and to ensure businesses are recognized appropriately, the Girl Scout/parent must **complete the Cookie Business Challenge form by Monday, March 18.** Form link at [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources) and Rallyhood. The Girl Scouts name, parent contact information, troop number AND the Business name, address, contact person must be entered on the form. Patches and window clings will be mailed by May.

## **Cookie Craver**



Parents or Troop Cookie Chairs/Leaders may bring in a Cookie Craver submission form to a GSNI Council Cupboard ONLY, Thursday, February 8-Saturday, March 2, to receive cookies for additional customer orders. Payment is required at the time of submission/cookie pick-up. See guidelines below and find forms at [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources) and Rallyhood.



- Girl Scouts collect additional cookie orders from customers. Payment is collected at the time of the customer's order. Online orders cannot be submitted as part of this activity.
- Complete the Cookie Craver submission form and bring with full payment to a Council Cupboard.
- **Cookie Craver Submission Forms can ONLY be processed at a Council Cupboard located at resource centers during regular cupboard hours** (see page 15).
- If inventory is not available at the cupboard to complete order, payment due will be adjusted to match cookies issued.
- Payment will be processed at the Resource Center store and a receipt issued.
- The Cupboard Manager will pull the cookie packages needed, count out with the Girl Scout/adult and issue a receipt for the cookies received. **NOTE:** S'mores and Toffee-tastics may not be available at the cupboards and should not be sold through this activity.
- Girl Scouts with a Cookie Craver submission form of 18+ packages will receive the Goal Getter Patch.
- The Cupboard Manager enters eBudde™ transactions to give credit to the Girl Scout towards rewards and the troop credit towards proceeds. Cookie Craver orders **CANNOT** be entered into eBudde™ in advance like a typical cupboard order or the troop will be double charged.
- The Girl Scout will deliver the cookies to her customers in a timely manner.



## Digital Cookie (DC24)

The Digital Cookie is a program developed by GSUSA in conjunction with Little Brownie Bakers which allows Girl Scouts to create a customized website, send emails to customers, and take online orders for cookies. Customers order and pay for cookies online and then have the option for the cookies to be shipped directly to them (shipping charges apply), have the Girl Scout deliver the cookies or donate cookies with no additional handling fees.



### Features for Digital Cookie

- **NEW** Girl Scouts/Parents enter Initial Order into Digital Cookie on My Cookies tab and transfers to eBudde™.
- OCR card scanning and QR code are available with Digital Cookie Mobile App!
- Gift boxes are available for shipped orders!
- Minimum order of 4 packages of cookies for shipped orders.
- No extra cost to customer for cookies ordered for Girl Delivery or Donation!
- Badges and Cookie Entrepreneur Family pin requirements viewable (level appropriate) for Girl Scouts to earn!

There is no requirement for Girl Scouts to participate in the Digital Cookie. However, Digital Cookie provides the opportunity for Girl Scouts to learn more about e-commerce and running a business in today's world. The decision to participate in Digital Cookie is a Girl Scout/family decision. It is not a decision that has to be made as a whole troop. However, the Troop Cookie Chair must follow the proper steps to give credit for any packages sold by any Girl Scout in the troop utilizing Digital Cookie.

For more instructions and details regarding Digital Cookie, see Digital Cookie Manual and Digital Cookie tip sheets at [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources) and Rallyhood.

### Troop Cookie Chair in Digital Cookie

Using the different tabs in Digital Cookie Troop Cookie Chair can view Digital Cookie orders and progress of the troop.

Dashboards	Orders	My Troop	My Troop Orders	Cheers	Virtual Booths
Dashboards	Digital Cookie landing page with Troop Link information, troop progress, and reports.				
Orders	Not used by GSNI.				
My Troop	Status of Girl Scouts' sites in the troop.				
My Troop Orders	View orders placed through Girl Scouts in the troop.				
Cheers	Send encouraging cheers to Girl Scouts in the troop.				
Virtual Booths	Manage Virtual Cookie Booths in combination with Troop Link.				

### How do Troop Cookie Chairs/Leaders get started?

- Registration email will be sent from the Girl Scout Cookie Program ([email@email.girlscouts.org](mailto:email@email.girlscouts.org)) on Wednesday, January 3.
- Troop Cookie Chairs will receive this email the same day as parents. If not the parent of a Girl Scout, you will still receive an email as a volunteer.
- Once registered, if you have multiple roles (parent and Troop Cookie Chair), at your next login you will see a screen where you select the role for which you want to login. This could include parent or more multiple troops listed.
  - If you have additional roles that do not show up on the drop down, please contact your SU Cookie Coordinator or a member of the Product Program Team for assistance.
- If you select a troop role, you will be taken to that Troop's Dashboard.
- To switch between roles when logged in, simply use the menu at the top of screen.



## Girl Scouts in Digital Cookie

Using the tabs in Digital Cookie, Girl Scouts with their parent, can manage their Cookie Business!

Home	Badges	Learning	Site Setup	Customers	Orders	My Rewards	My Cookies	Cheers
Home	Digital Cookie landing page with site information, progress, and announcements.							
Badges	Earn Digital Cookie badges and pins.							
Learning	Games, videos, and helpful resources to help Girl Scouts through the program.							
Site Setup	Set-up and publish a Girl Scouts Digital Cookie site.							
Customers	Manage customer list and send marketing emails.							
Orders	Manage all Digital Cookie orders.							
My Rewards	View reward options and progress towards rewards.							
My Cookies	Enter Initial Order and keep track of package inventory and financials.							
Cheers	Send encouraging cheers to other troop members.							

### How do Girl Scouts get started?

#### Girl Scouts 12 years and younger

- Welcome registration email will be sent from the Girl Scout Cookie Program ([email@email.girlscouts.org](mailto:email@email.girlscouts.org)) with the subject “Register for the Digital Cookie Platform Today” on Wednesday, January 3.
- Click on the green button in the email.
- Click on the link to access the Digital Cookie site and be prompted to create a password.
- Use new password to login. Use the same email address where the registration email was received.
- Parents watch and review the “Safe Selling for Smart Cookies” video with their Girl Scout.
- Read and accept the Terms and Conditions agreement.
- Parents read and review the “Girl Scout Safety Pledge” with their Girl Scout. Accept and continue.
- Register Girl Scout(s) for the Digital Cookie program. Click on the REGISTER button next to Girl Scout’s name 12 years of age or younger. Enter their preferred first name, if different from the name presented. A “Girl Email” is not entered for Girl Scouts 12 years and under as the parent is the “owner” of the site.
- Once registered, watch for a registration confirmation email.
- For multiple Girl Scouts in a family, do this for each Girl Scout (see instructions below for Girl Scouts 13 years and older).
- Click on Access Site and to be taken to the first Girl Scout’s home page.

### Digital Cookie Registration

Register your Girl Scout to participate in Digital Cookie. She'll get access to the Digital Cookie Platform where each Girl Scout can set up her cookie site and goals, manage orders and learn marketing business skills.

Girls 13 and older can add their own email address. This allows them to manage details for their cookie site.

Digital Cookie Status	Girl Scout	Date of Birth	GSUSA ID	Troop	Preferred First Name*	Girl Email Address	Action
Register	Darcy Li	07/01/2013	9999998994	12361	---	---	---

ACCESS SITE

#### Girl Scouts 13 years and older

- If parents want their Girl Scout(s), 13 years and older, to have their own login/password, they have the option to register them with their own email. Click on the REGISTER button next to the Girl Scout’s name 13 years and older. Enter their preferred first name, if different from the name presented. Enter an email address for that Girl Scout.
- Girl Scouts will need to check their email inbox for an email from Girl Scout Cookie Program ([email@email.girlscouts.org](mailto:email@email.girlscouts.org)).
- When received, simply click on the green button to be sent to the Digital Cookie website to set-up a password.
- The Girl Scout will need to complete the same steps of setting up a password as the parent completed.
- Next, the Girl Scout will be taken to the “Safe Selling for Smart Cookies” video to view and then to the “Girl Scout Safety Pledge” to read, accept, and continue.
- Once these steps are complete, the Girl Scout will be taken to the home page of the site.

## eBudde™ Overview

eBudde™ is the operation management system used by volunteers to run the Cookie Program for their troop. Below is an overview of the tabs and their purpose in eBudde™. For more details and instructions regarding eBudde™ see GSNI eBudde™ Troop Manual and volunteer training videos at [www.girlscoutsni.org/cookieresources](http://www.girlscoutsni.org/cookieresources) and Rallyhood.

Dashboard	Contacts	Settings	Girls	Init. Order	
Main landing page that provides overview of program, important messages, calendar, and checklists.	Troop Cookie Chairs and Troop Leaders with access listed here.  Parents of Girl Scouts can be emailed from here by selecting Email Caregivers.	Volunteers may enter troop goal here. Also, where Troop bank account information entered and older troops can opt-out of rewards.	Registered Girl Scouts in the troop will be listed here.  Individual Girl Scouts’ goals may be entered here.	Volunteers will enter/review each Girl Scout’s Initial Order and Submit Initial Order for the troop.	
Delivery	Girl Orders	Transactions	Cookie Exch	Txn Pickups	
Total cases of cookies to be picked up at delivery listed here.  If your service unit uses eBudde™ scheduling for delivery, time is selected here.	Allocate and manage additional sales for Girl Scouts here after Initial Order.	Movement of packages of cookies listed here.  This is where cupboard orders are placed, and troop-to-troop transactions are entered.	Post or look for extra cookies available to transfer between troops in your service unit.	This tab is not used by GSNI.	
Rewards	Booth Sales	Payments	Sales Report	Reports	Help Center
Girl Scout rewards earned will be listed here. This is also where reward choices will need to be made and final rewards submitted.	View all the booths for troop here.  Sign-up for Council Booths and enter Troop Booths for approval.	View all Digital Cookie transactions and council sweeps.  Girl Scout payments are entered on Girl Orders tab.	Recap of all troop information and sales including PGA, proceeds and amount owed to council.	Multiple reports available here for the troop to use.	Excellent source of eBudde™ resources!



### eBudde™ app

Once a volunteer logs into eBudde™ on the desktop, the eBudde™ app can be used putting all the functionality of eBudde™ at a user's fingertips!





## Social and General Media Posting Policies

Posting to any allowed social or general media may ONLY be done during GSNI Cookie Program sales dates listed below.

### Posts ALLOWED

- Information regarding in-person, online and booth sales may be posted January 5-March 10, 2024.
- Posting to personal social media sites is permitted. Be cognizant of settings (private vs. public).
- Posting to LOCAL public social media sites (approved membership or public) with Girl Scout or Troop Digital Cookie link for online direct ship orders and public pick-up of Girl Delivery orders. We remind parents and troop volunteers to be safety conscious and cautious providing a Digital Cookie link to unknown customers. ALWAYS meet in a public location for distribution of Girl Delivery orders from unknown customers.
- Posting to LOCAL public social media sites (approved membership or public) for the promotion of cookie booths, cookie stands, or to take traditional orders. ALWAYS meet in a public location for distribution of orders from unknown customers.
- Creation of a special social media site with a Girl Scout or Troop Digital Cookie link is allowed. It should include the sales goal of the Girl Scout or troop and how the troop plans to use troop proceeds.

### Posts NOT ALLOWED

- Posting to national sites such as, but not limited to, eBay, Craigslist, Amazon, Facebook Marketplace, YouTube Shopify, etc. is NOT permitted.
- NO paid advertising of any kind on social media or general media is allowed.

GSNI reminds everyone that the Girl Scout Cookie Program is a Girl Scout-led program and Girl Scouts should be involved as much as safely possible in social media and online sales. We also recommend parents use caution when posting to ANY social media site. The safety of Girl Scouts and their families is first and foremost. Parents should use their best judgement when approving in-person delivery orders versus shipped-only orders, to customers they don't know. A Girl Scout should always be accompanied by an adult when delivering cookies. Abuse or misuse of a Girl Scout's Digital Cookie site may result in council inactivating the site.



## Troop Penalties

All programs have requirements, expectations, and rules for participants. The Cookie Program is no different. It is important that troops and Girl Scouts have equal opportunities to sell cookies. GSNI would hope parents, Girl Scouts, Troop Leaders, Troop Cookie Chairs, etc. would all act appropriately, but unfortunately this does not always happen. If GSNI confirms a report that a troop or a Girl Scout within a troop has broken any rules or requirements of the program, including but not limited to, early selling, selling at higher pricing, selling outside of council boundaries, posting to restricted social media sites, or selling rewards, GSNI may enforce penalties. Troops may incur penalties through a reduction in troop proceeds. This is not something GSNI wants to do, but as a result of prior incidents, it is unfortunately something that may need to be enforced.

As a Troop Leader or Troop Cookie Chair, we expect you to explain the requirements and do's and don'ts of the program to your Girl Scouts and their parents along with the explanation that if even one Girl Scout in the troop breaks the rules, the entire troop may be penalized.

Reports of inappropriate selling activities will be accepted and investigated by GSNI Product Program Team. Girl Scouts, parents, Troop Leaders, and Troop Cookie Chairs should not confront the troop, be argumentative, or engage in a conflict. Reports should include specific information such as date, time, location, troop number and/or name when possible.



## Troop Size Requirement

To ensure GSNI abides by IRS guidelines revolving around product sales, these troop size guidelines as they pertain to product program troop proceeds (fall product and cookies), have been created. It is important we comply with IRS guidelines so as not to endanger the not-for-profit status of GSNI, GSUSA and Girl Scout councils nationwide. This policy has been in effect since September 2016.

- Girl Scout Daisy, Brownie, and Junior Troops: Minimum size is 5 Girl Scouts (from multiple families) and 2 unrelated leaders, one of which is female.
- Girl Scouts Cadette, Senior, and Ambassador Troops: Minimum size is 3 Girl Scouts (from multiple families) and 2 unrelated leaders, one of which is female.
- Girl Scouts in troops that have not met these minimums will be treated as Juliettes for the purposes of troop proceeds.
- For the 2024 Cookie Program, the minimum must be met by Sunday, January 21.

### What DOES this mean?

- If your troop does not meet the minimum size as outlined above, your troop will automatically be treated as a group of Juliettes and no troop proceeds will be awarded. Individual Girl Scout and troop rewards will not be affected.
- During sweeps, your troop account will be swept for the entire cost of product sold. Proceeds are NOT kept by the troop. Participating Girl Scouts will earn S'more Dough in place of troop proceeds.
- Notes on S'more Dough:
  - S'more Dough distribution, uses and restrictions are similar to Cookie Dough.
  - The amount of S'more Dough a participant earns is based on ranges of product sold.
  - For more information on S'more Dough ranges and Juliette participation, contact your SU Cookie Coordinator or the GSNI Product Program Team.

### What DOESN'T this mean?

It does NOT mean your troop will no longer be a troop. Your troop remains intact and would be included in the Opportunity Catalog for additional members to join.



## Requirements for Additional Money Earning Activities

Troops must submit a money-earning application. For the application to be considered:

- Troops are encouraged to participate in GSNI product programs as their primary money-earning activities. The troop must participate at the minimum levels listed below in both the Fall Product and Cookie Programs to apply for any additional money-earning activities.
  - Fall Product Program: Troops must have at least 25% of registered members participate and achieve \$150 total troop sales.
  - Cookie Program: Troops must have at least 50% of registered members participate and achieve at least 180 packages total troop sales.
- Juliettes must also submit a money-earning application, be in good financial standing with council, have permission from parent/guardian and participate in both the Fall Product and Cookie Programs at the minimum levels listed below.
  - Fall Product Program: Juliettes must participate and have minimum sales of \$15.
  - Cookie Program: Juliettes must participate and have minimum sales of 18 packages.
- Girl Scouts in troops interested in additional money-earning activities as part of earning their Bronze or Silver Awards, must follow all the troop guidelines listed above for approval. A Girl Scout earning a Gold Award, must follow and meet the guidelines of a Juliette to receive approval for an additional money-earning activity. This difference is because Bronze and Silver Awards are earned as a troop or small group within the troop. Gold Awards are earned as an individual.
- To preserve the integrity of the Fall Product and Cookie Programs, troops must avoid holding money-earning activities targeted to the public between September 15-October 31 and December 15-March 31.