



girl scouts 
of southeastern
michigan

2022
Troop Manager Guide



Welcome to the 2022 Girl Scout Cookie Program!

Girl Scouts are doing everything a bit differently this year—including how we sell cookies. We know things are well, different this year, to say the least! We also know Girl Scouts are no strangers to it by now. When the pandemic cut last year's Cookie Program short, our Girl Scouts STILL rocked it out in record numbers!

The GSSEM Product staff and volunteers are ready to support girls and leaders as they use innovative ways to sell cookies this year, and fund more amazing experiences. Girl Scouts don't let anything stand in the way of reaching their goals or making sure people get their favorite cookies!

Start by reviewing this comprehensive handbook and then make sure to take advantage of the great training online at www.gssem.org/cookieprogram. Any questions or concerns along the way? We're here for you. We wish each of our Girl Scouts a SAFE and successful Cookie Season.

Remember, WE'VE GOT THIS!

A handwritten signature in black ink, appearing to read "Monica Woodson". The signature is fluid and cursive, with a large initial "M".

Monica Woodson
CEO, GSSEM

COVID-19 Special Note:

GSSEM made an effort to include as much information as possible in the 2022 troop cookie materials. Due to the ongoing COVID-19 pandemic, it may be necessary to make changes to the 2022 Cookie Program, including dates, booth/cupboard procedures, and reward events. Any new or updated information will be communicated via eBudde, GSSEM's Product Program Support Facebook group, and GSSEM's website. Your patience and understanding during this challenging time is greatly appreciated.



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Important 2021-22 Cookie Dates & Timeline

December 14, 2021 – Troops can access eBudde.

December 16, 2021 – The Cookie Program begins! Girls can begin taking orders on their order card from family and friends and on Digital Cookie!

January 19, 2022 – Selection for one mall kiosk in eBudde at 7:00 PM.

January 20, 2022 – Selection for two booths (only one additional booth if the troop selected a mall kiosk on January 20) at 7:00 PM. After January 20, begin setting up booths on your own at locations that are not listed in eBudde.

January 21, 2022 – Remaining mall kiosks and booths will be open for selection at 7:00 PM.

January 27, 2022 – Initial orders are due by 11:59 PM.

February 12, 14, 15, 2022 – Troop cookie pickup at your selected delivery location.

February 18–April 11, 2022 – Direct and booth sales.

February 18–April 10, 2022 – Cookie Cupboards open. Not all cupboards are open on the same day, so please check eBudde for the most up-to-date cupboard list.

February 28, 2022 – First ACH sweep. Electronic withdrawal of \$2.00 per package for initial order cookies.

March 17, 2022 – Troops may begin picking up mixed cases of cookies from cupboards.

April 11, 2022 – Troop rewards due in eBudde

April 15, 2022 – Unpaid parent form submitted to Finance, if applicable.

April 22, 2021 – Final ACH sweep.

June, 2022 – Troop reward distribution.

Virtual Office Hours for Families or Troop Volunteers

Monday, December 20	5:00 PM–7:00 PM • Zoom
Monday, January 10	5:00 PM–7:00 PM • Zoom
Monday, January 31	5:00 PM–7:00 PM • Zoom
Monday, February 7	5:00 PM–7:00 PM • Zoom
Monday, February 28	5:00 PM–7:00 PM • Zoom

Please visit MyGS or www.gssem.org/events to RSVP!

2022 Girl Scout Cookie Season

Cookie Program Starter Checklist:

- Complete the 2022 Cookie Rookie training on gsLearn or at an in-person session.
- Complete the two financial forms required to have access to eBudde & participate in the Girl Scout Cookie Program:
 - ACH Debit Authorization
www.gssem.org/banking
 - Agreement to Assume Debt
www.gssem.org/responsibility
- Hold an initial troop meeting to discuss your 2021-22 Cookie Program goals.
- Distribute Cookie Kit materials to girls' parents or guardians.
- Log into eBudde and make sure your account looks updated for the 2021-22 Cookie Season.
- Schedule booths in eBudde.

Have questions or need support?

Please email the Product Program team at productsales@gssem.org. If you don't receive a reply within 24 hours, please email Angela Bluhm at abluhm@gssem.org.

Important Links:

Cookie Seller Resources Page:
www.gssem.org/cookiesellers

Digital Cookie:
www.gssem.org/digitalcookie

Little Brownie Bakers:
www.gssem.org/lbb

Product Program Support Facebook Page:
www.gssem.org/productsupport

gsLearn:
www.gssem.org/gslern



Girl Scout Cookie Glossary

Cookie Cupboard

Locations around the Council where Troop Leaders can pick up additional cookies throughout the cookie season. Locations where extra cookies can be picked up for booths or additional orders. Refer to eBudde for dates & times!

Cookie Finder

An app and website where customers can enter their zip code to find the nearest cookie booth. Only Cookie booths entered into eBudde show up in Cookie Finder.

Core Cookies

Thin mints, Trefoils, Do-si-Dos, Samoas, Lemon-ups, Adventurefuls.

Council-Scheduled Booths

Booths scheduled by the Council, usually at the large grocery chains. The booth schedule was arranged with their district offices. Troops may not contact them for additional booths.

Delivery (Cookie Delivery)

Council offers many locations throughout southeast Michigan for troops to pick up their initial cookie order on Feb 12, 14, 15, 2022. Troops will pick delivery location in eBudde and pick up cookies at their scheduled location and time slot.

Digital Cookie/Digital Order (DOC)

The Girl Scout platform where girls can set up their online business to sell cookies to friends and family. Girls can also use the DOC platform to work through age-specific Cookie Badge requirements. Credit card payments can be taken through the Digital Cookie app.

eBudde

The online platform used to place the Troop Initial Order, manage troop inventory, assign cookies to girls, document payment of cookies, schedule booths, and order Girl Rewards.



Initial Order

Pre-selling cookies and collecting orders on the paper order card from Dec 16, 2021- January 27, 2022.

Parent/Guardian Permission and Financial Agreement

A form the girl's parent or guardian must sign before she can participate in the Girl Scout Cookie Program.

PGA (Per Girl Average)

The average number of cookies sold by each girl participating in the cookie program. Girls without assigned cookies in eBudde are not included in the average.

Troop Organized Booths

Booths that troops have scheduled themselves. These booths are entered into eBudde by the troop and need Council approval.

Specialty Cookies

Toffee-Tastic (gluten free option), and S'mores.

Troop Cookie App

A mobile app to access eBudde to select or delete booths, enter your initial order and more.

Troop Product Manager

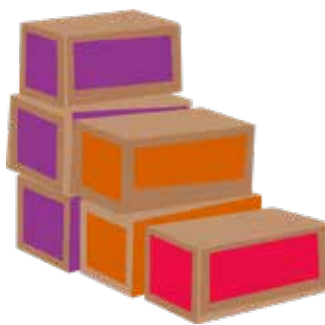
The Troop Product Manager leads the troop through the cookie program and is responsible for financial and product transactions, program logistics, and girl program. Best practices suggest this volunteer should not be the Troop Leader.

Troops 2 Troops

A program where customers can donate cookies to troops overseas.

Walkabouts

Girls and chaperones walk around the neighborhood selling cookies door to door.



2021-2022 Girl Scout Cookies

adventurefuls™

Indulgent brownie-inspired cookies with caramel flavored crème and a hint of sea salt.

Approximately 15 cookies per 6.3 oz. pkg 🌱🌱

NEW

\$4.00



lemon-ups®

NATURALLY FLAVORED WITH OTHER NATURAL FLAVORS

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

Approximately 12 cookies per 6.2 oz. pkg 🌱🌱

\$4.00



trefoils®

Traditional shortbread cookies.

Approximately 38 cookies per 9 oz. pkg 🌱🌱

\$4.00



do-si-dos®

Oatmeal sandwich cookies with peanut butter filling.

Approximately 20 cookies per 8 oz. pkg 🌱🌱

MADE WITH NATURAL FLAVORS

\$4.00



samoas®

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

Approximately 15 cookies per 7.5 oz. pkg 🌱🌱

\$4.00



tagalongs®

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

Approximately 15 cookies per 6.5 oz. pkg 🌱🌱

\$4.00



thin mints®

Crisp, chocolaty cookies made with natural oil of peppermint.

Approximately 30 cookies per 9 oz. pkg 🌱

MADE WITH VEGAN INGREDIENTS

\$4.00



girl scout s'mores®

Graham sandwich cookies with chocolate and marshmallowy filling.

Approximately 16 cookies per 8.5 oz. pkg 🌱🌱

MADE WITH NATURAL FLAVORS

\$6.00



toffee-tastic®

GLUTEN-FREE

Rich, buttery cookies with sweet, crunchy toffee bits.

Approximately 14 cookies per 6.7 oz. pkg

NO ARTIFICIAL FLAVORS



\$6.00



All of 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



Troop Proceeds

Troops earn 70 cents for each package of cookies sold.

Troops can earn more than 70 cents per package by having higher sales volume. Troop sales volume is measured by per girl average (PGA). The troop PGA is calculated by taking the number of packages sold by the troop, and dividing by the **number of girls selling cookies in the troop**. Bonus levels are:

PGA of 200+: troop earns 75 cents per package

PGA of 600+: troop earns 85 cents per package

PGA of 1000+: troop earns \$1.00 per package

Troop proceeds will be automatically calculated in eBudde and will show up on the Sales Report tab.

How the Cookie Crumbles

Girl Scout Leadership Experience **22%**

Member and Volunteer Support **13%**

Camp Programming & Facilities **8%**



27% Cookie Program and Vendor Costs

20% Troop Proceeds and Rewards

10% Customer Service & Support

Girl Scouts of Southeastern Michigan 2022 Girl Rewards

How high can you climb?
Write your personal cookie package goal in the space above 100%. Include your smaller goals along the way. (Adults can help if you need it.) Color in each area as you make your way to the top!

Initial Troop PGA Reward

All Girls in troops with an Initial PGA of 180+ boxes will receive a Climb with Courage T-shirt.

Digital Cookie Rewards

Cookie Techie Patch
30+ Emails on Digital Cookie

Docking Station
175+ Boxes on DOC

Sameas' Desk Mat
300+ Boxes on DOC

Gift of Caring Rewards

Gift of Caring (GOC) Patch
15+ Boxes for T2T

Mini Adventure Journal
30+ Boxes for T2T

Leaf Pouch
60+ Boxes for T2T

Troop Rewards

GSSEM Top Cookie Troop Fun Days
Troops with a PGA of 300+ boxes earn 1 ticket for each girl selling cookies to GSSEM Top Troop Cookie Fun Day. Troops will also earn 1 adult ticket for every 4 girls starting **June 11, 12, 18, 20, 2021** at **Detroit Zoo** or **Saginaw Children's Zoo** or **Indian Creek Zoo**.

Patch Rockers

Earn 100+ to create a Day

Cookie Techie Patch
30+ Emails on Digital Cookie

Booth Sales Patch
Participate in 3+ Booths and Earn the Booth Patch

Volunteer Patch
Troop 100+ or 300+ Boxes

Top 10 Cookie Entrepreneurs

Day with the CEO (Girl Only)
Top Ten Cookie Entrepreneurs get a day with the CEO!

Scan Here

Visit online rewards portal for more details on select items.

Climb with Courage Patch
30+ Boxes

Animated Big Top AND Cooling Fabric Bandana
75+ Boxes

Koala Bracelet
125+ Boxes

Layered Koala Journal
175+ Boxes

Eco Crossbody Tote AND Motivational Water Bottle
250+ Boxes

10" Koala Plush
300+ Boxes

Rain Poncho
400+ Boxes

Eco Koala Hip Pouch AND 4" Koala Clip-On OR C/N/A Have the option to trade all rewards earned up to 500 boxes for a 3D Pen
500+ Boxes

Cookie Celebration Event
July 15 or 16, 2022
Farmington, MI
600+ Boxes

GSSEM 2022-23 Girl Membership
700+ Boxes

Cookie Star Fun Cruise - July 24, 2022
OR
C/N/A have the option to choose a little tour at **Wheel House Detroit** on July 23, 2022
1000+ Boxes

GSSEM Girl Only Camp Session at Hawthorn Hollow
OR **Intax Smartphone Printer**
OR **American Girl Doll**
1500+ Boxes

Nintendo Switch Lite
OR **Apple Air Pods**
Both come with the **2022 Bar Patch**
2000+ Boxes

Columbus, OH Trip
June 26, 27, 28, 2022
(girl and one adult)
2000+ Boxes

Girl Rewards

Based upon their individual sales, girls who participate in the cookie program are eligible to earn rewards. A full list of reward items and levels can be found on the back of each cookie order card.

Troop Rewards

Troops with an initial order PGA of 180+ will receive one themed t-shirt per girl.

GSSEM Top Troop Cookie Fun Days 2022

Troops with a PGA **300+ Boxes** will earn one ticket for each girl selling cookies to GSSEM Top Troop Cookie Fun Day. Troops will also earn one adult ticket for every 4 girls selling. The troop will also receive 2 volunteer patches. Troops opting out of rewards do not receive the troop reward.



Opting out of Rewards

Any troop may choose to take 6 cents extra (\$.06) per package in place of individual girl rewards. If the troop opts out of rewards, the girls will still receive patches for sales achievement, but do not receive any individual rewards, **including initial order rewards or troop rewards, or troop PGA events.** Opting out of rewards must be a troop decision, made with input from all girls. Troops should opt out of rewards on the Settings tab in eBudde. No additional form is needed.

Top Cookie Entrepreneurs Events

Girls will receive invitations for each event for which they qualify:

600+ = **Cookie Celebration**

Frankenmuth, July 15, 16, 2022
(your choice of date!)

1000+ = **GSSEM Cookie Stars Fun Cruise**

Date: July 24, 2022

*Cadette, Senior, Ambassador Option-
Detroit Bike Adventure (07/23/21)

2,500+= **Trip to Columbus, Ohio June 26, 27, 28, 2022**

The cookie events are hosted by GSSEM to honor our top cookie entrepreneurs. We're providing these date many months in advance so that families and troops may plan accordingly. ***There are no make-up dates or substitute rewards available.*** Please be sure to share this information with parents. If your troop has several girls unable to attend on the scheduled date, or that are not easily flexible with dates, you may choose to opt out of rewards and plan a troop event with the additional proceeds that can be more flexible based on your troop needs.

Rewards Tab

Submitting Initial Rewards Order

1. Open the Rewards Tab.
2. Click **Fill Out** next to Initial Rewards Order.
3. Click on each girl's name to enter the correct rewards.
4. Click **Submit Girl Order**.
5. Repeat for each girl as needed.
6. Submit troop order.
7. Click **OK** in the pop-up box to confirm your submission.

Troops to Troops

This project was developed for Girl Scouts as a community service project. This year, our donations will go to “Soldier’s Angels”, an organization that will send the cookies to military members serving overseas.

How it works:

1. **Orders:** Girls can ask customers when taking orders if they’d like to purchase additional packages for the council’s **Troops to Troops** project. There’s a donation column on the order card for this purpose. The total number of packages of cookies ordered is included in the initial troop order. These cookies are not picked up by the troop, but are held at the warehouse for distribution to the partner agencies. They are paid for at the end of the sale, in the final payment.
2. **Direct Sales:** Cookie booths are also a great place to promote the Troops to Troops/Hometown Heroes project. **Print out cards** (available on www.gssem.org - search Troops to Troops) that customers can write their names on when they buy cookies to donate. Display the cards around the booth throughout the day. After the booth is over, count the “Troops to Troops” cards. These cookie sales are virtual (you take the order and the money, but don’t give the cookies to the customer). Enter the total number of boxes from the cards under the “T2T”



column in eBudde. This will add the cost to your total amount due, you'll pay for them at the end of the sale and GSSEM will arrange for the cookies to be delivered to the partner agencies mentioned above. Give credit to the girls in the same way you would for traditional booth sales.

Getting started:

eBudde

eBudde is the online system that troops use to manage the cookie sale. Using eBudde, you can place your initial order, select a delivery location, and find cookie booth opportunities and more. Troops can access eBudde at www.ebudde.littlebrownie.com starting on December 14, 2021. To sign in, please follow the below steps:

Step One – You'll receive a welcome email on December 14, 2021.

Step Two – Click the link in the email that will take you to the screen that allows you to change your password. (If the link has expired, go to <https://cookieportal.littlebrownie.com> and click "Forgot your password".

The screenshot shows the 'Cookie Tech Portal' for Little Brownie BAKERS. It features a 'New password' input field, a 'Confirm New password' input field, and a 'Change my password' button. Below the input fields, it states 'Password requires 8 chars, minimum'. At the bottom, there is a disclaimer: 'This single sign-on portal will connect you to eBudde™, eBudde™ DEBO Girl Scout® Meet Cookie Sale™, Girl Scout® VIP eTraining™, Girl Scout® Cookie Locator or Cookie Club. Your username (email address) and password designate your level of access to the Little Brownie Technology Tools. If you have not received an email with sign instructions, please contact your council.'

Step Three – Enter in your personal password and confirm personal password and click change my password.

Step Four – Enter in your personal profile information. All profile fields mandatory except for Address Line 2. Be sure to enter current password. Click Update Profile.

Step Five – Select the system you want to use and have access to and you will be taken to the landing page of the system of choice.

Step Six – When logging in, check your girl list to ensure the roster looks correct & check your contacts page to ensure the proper volunteers have access. Please note: To have access to eBudde, both financial forms must be submitted (ACH & AAD), and have a current 2021-22 membership. Girls must also have a current 2021-22 membership, in order to be added.

Contacts Tab

- Click **Edit** next to your contact information to update your personal information as needed.
- You may change all the information displayed except your email address.
- You may change your email by logging out and at the login screen click the link to update your information.
- Click **Submit** to save the information.

Contacts	
Contact info has not been updated.	
Troop Leader tpe073bcd@bb.com Phone: Cell:	Gets email Active
Becky Harrigan 123 Any Street San Diego, CA 99999	Troop Cookie Chair beckyharr@bb.com Phone: 555-555-5555 Cell: 666-666-6666 Gets email Active Edit



Initial Sale

Order Taking

In your troop Cookie Kit, you should've received an order card for each girl. Girls can use these cards to take orders from family and friends. These orders will be included in the troop's initial cookie order, which must be placed in eBudde by: **January 27, 2022 by 11:59 p.m.**

Placing Your Initial Order

Enter your initial troop cookie order in eBudde using your girl order card totals and any additional cookies needed for anticipated cookie booths. **The eBudde system will automatically round your total up to full cases.** The troop is responsible for these extra cookies. For example, if the girls' orders total 79 boxes of Samoas, the troop order will be 84 boxes or 7 cases. All cases are 12 boxes. These cookies will be received at the delivery sites scheduled for February 12, 14 & 15, 2022. **There are no returns on initial order cookies.**

How To: input your Initial order entry

- Click on "initial Order"
- You'll see a screen come up with every girl that is in your troop. If you are missing a girl, DO NOT add them. Email your troop number and the name of girls missing to: productsales@gsssem.org.
- Click on each individual girl when placing their order.
- Click their name, and enter each individual cookie in the correct line. It will total at the end.
- Continue for each girl in your troop.
- When you're done, you'll see a tally amount at the bottom. One says packages ordered, and the other says cases to order. When looking at that, you'll see how many cases of cookies you will be receiving. Remember, troop orders are rounded up to full cases. For example, if in total, your troop needs 22 boxes of

Samoas, this will be rounded to 2 cases (24 boxes). You can sell your extras at your booths, or transfer to another troop.

- Once you get all girls entered, you must click on the submit button to place your order. Proceed to selecting your pick up location.

Picking Up Your Initial Order Cookies at a Delivery Site

Delivery sites are the locations where troops pick up their initial cookie order (submitted and selected by February 1). The Troop Cookie Manager or other assigned person picks up the cookies for the troop at a chosen date, time, and site. GSSEM offers a wide variety of pick up sites, dates and times.

Select your preferred pick-up time in eBudde when placing your troop's initial order.

The person(s) picking up the cookies for the troop must arrive at the assigned pick up site (at the proper date and time) with the following:

- A copy of the initial order (printed from eBUDDE).
- An **EMPTY** vehicle large enough to hold the amount of cases they'll be picking up. You can view the number and size of vehicles needed on your delivery confirmation.
- Troop number written on paper in black marker on the left side of your windshield.

The site workers will load your vehicle with the amount of product specified on the troop initial order. The troop person picking up the cookies should carefully count the cookies, as they are loaded. If your count is correct, both you and the site personnel will sign the order. **Make sure your count is correct before you leave the site or sign off.** If you are not sure, don't leave the site until you count the cookies again and ensure that your order is correct. Once you leave the pick up site, if you find you are short cookies, you'll still be charged for the cases signed for (unless those cases are found in the council/truck audit of product).



If your troop has a shortage at the site or you get more product than you ordered, this must be reported the same day of your pick up. Notify GSSEM by sending an email to: productsales@gsssem.org. The email must include your troop number, delivery site, name, contact phone number and a brief description of the problem.

Schedule subject to change. Confirm locations, days, and times at www.gsssem.org/cookieprogram.

Location	Date	Day	Time
Midwest Moving and Storage, Canton	2/12/2022	Saturday	9am- 5pm
Detroit Zoo, Royal Oak	2/12/2022	Saturday	9am- 4pm
Lakeside Mall, Sterling Heights	2/12/2022	Saturday	9am- 5pm
Southgate Service Center - Side parking lot	2/12/2022	Saturday	9am- 4pm
North Hill Lanes - Rochester	2/12/2022	Saturday	9am- 4pm
White Lake Service Center, White Lake	2/14/2022	Monday	9am-6pm
Oakland Mall Parking Lot, Troy	2/14/2022	Monday	9am-6pm
Monroe Missionary Baptist Church, Monroe	2/14/2022	Monday	12pm-6pm
Port Huron Service Center, Port Huron	2/15/2022	Tuesday	9am-4pm
Courtland Mall, Burton	2/15/2022	Tuesday	9am-4pm
Tractor Supply, New Hudson	2/15/2022	Tuesday	12 pm-6pm

How to: Selecting a Delivery Site

1. Once you have entered your initial order, you will need to select a spot to pick your cookies up.
2. Click on “Delivery” tab
3. You’ll see a page that shows your total number of cases ordered, and some drop down boxes.
4. Click on the bubble if you’re picking up, or someone else will be picking up on your behalf. Remember, if you are unavailable, another troop parent can pick up the cookies.
5. Click on whether or not you’ll be picking up for more than one troop. If picking up for another troop, please enter the troop number in the box.
6. Click on the “station” drop box. Select that location you want to pick up from.
7. Click on the box below, and pick your time.
8. Next, click on the “submit my info” button which is located above your order box.
9. You can now view and print your pick up confirmation.

Booth Sale

Booth Sales

Booth Sales or “direct” sale refers to selling cookies to customers “on-the-spot” without requiring them to pre-order and wait for delivery. Troops can reserve and set up a cookie booth at a GSSEM authorized location and sell cookies to the general public. The dates for this year’s direct sale are: **February 18-April 10, 2022.**

Goal Getter Cards

Your troop packet contains a Goal Getter Card for each girl. You should hold onto these, and give them to each girl once she submits her initial order to the troop. Girls can continue to take orders using their Goal Getter cards. These cookies will be picked up by the troop at a cookie cupboard. To minimize trips to the cupboard, set a deadline of when you want the Goal Getter orders submitted from the girls to the troop.

Boothing Basics

Ordering packages for booths sales isn’t an exact science. Ask experienced troops for guidance and use the average sales per cookie variety to get an idea of your flavor mix. These are suggested numbers.

Thin Mints 35%	Samoas 21%	Tagalongs 14%	Do-si-Dos 9%
Trefoils 7%	Lemon Ups 6%	S’mores 6%	Toffee-tastics 2%





What you'll need at a Girl Scout Cookie Booth

- \$40 in ones and fives.
- A fanny pack to keep the money safe.
- Table, two chairs, signs and other decorations.
- A credit card reader and smartphone.
- Troop cookie inventory. Using girl inventory can get complicated, so if you do this, make sure to keep detailed records.

Basic Girl Scout Booth Manners

1. Check in with the store manager. Follow all instructions given.
2. Be respectful of the troop boothing before and after you.
3. Leave the site cleaner than when you found it, we are guests.
4. Keep doorways and walkways clear.
5. Take empty boxes with you to recycle.
6. Have fun and enjoy the experience.

Cookie Booths & Covid-19

Girl Scouts of Southeastern Michigan will work diligently to arrange drive-thru booth opportunities for girls of all levels. These booths will provide a safe, socially-distant way for girls to sell cookies to the general public. Be sure to check out our Cookie Resource page for resources on hosting your own drive-thru booth! Please note that this information may change based on changing conditions of the COVID-19 pandemic. All changes will be communicated via eBudde and on the GSSEM website.

Mall Kiosks

GSSEM will host Girl Scout Cookie kiosks at most major malls across the Council. A complete list will be available in eBudde in mid-January. Mall kiosks are open to all troops and will be selected through eBudde. Mall kiosk time slots will be available for selection on eBudde on **January 19, 2022 at 7 p.m.** In order to give as many troops as possible the opportunity to sell at a mall kiosk, sign-ups are limited to one slot on the first day of signups.

Cookie Booth Process

Girl Scouts of Southeastern Michigan will arrange cookie booth opportunities at places of business in each community, including drive up opportunities. Store management at all locations that have hosted cookie booths in the past have been given the option to request that GSSEM organize booths at their store (troops sign up through eBudde), or to have troops contact them directly to arrange dates and times for booths. Dates and times for stores and drive-up sites that wish to be selected through eBudde will be available for selection by troops on **January 20, 2022 at 7 p.m.** On this day, you may select two booth slots total. If you selected a mall cookie kiosk on January 19, you will only be able to select one additional booth on January 20, for a total of two. On **January 21 at 7 p.m.**, the remaining slots will be open for selection. **Please only select sites that your troop can work, please cancel the booths in eBudde as soon as you know your troop can not staff it.**

Chain Store Locations

All Kroger, WalMart, Lowes, and Sam's Club cookie booths are coordinated between GSSEM and the chain's corporate headquarters. GSSEM has been given specific dates for each store from the chain's corporate headquarters. In exchange for the guarantee of these dates, GSSEM has agreed that troops will not approach individual store managers about additional dates. **To summarize, all booths at Kroger, WalMart, Lowes and Sam's Club will be arranged by GSSEM and selected by troops through eBudde. Troops may not visit or contact stores for extra dates.**

Setting Up Your Own Booth

After January 21, 2022, troops should begin to make their own arrangements for cookie booths with local stores in their area not listed on eBudde, at their schools, places of worship, and local community events (crafts fairs,



sporting events, etc.) as permitted by COVID-19 guidelines, and at drive-up sites. **Please remember that leaders and parents cannot make cookie booth inquiries at any corporate chain listed above.** Failure to honor this policy may prevent us from being able to set up booths with these stores in future years. In addition to the stores mentioned above, the following stores have a national corporate non-solicitation policy and do not allow non-profit groups, including Girl Scout cookie booths: Home Depot, Meijer, and Target.

Corporate Booths

Opportunities to sell at office and retail buildings will be selected via eBudde. Please note that most of these locations require Girl Scouts to be in uniform, and adult volunteers to be in professional attire. Information about if these opportunities will be available in February 2022.

Troop 6073 Booth Sales

Settings | Gals | Init. Order | Delivery | Gift Orders | **Booth Sales** | Transactions | Rewards | Dep.

Browse and signup for Council Booth Sales
Use drop down for My Sales or the Booth Sale Recorder. Free Slots Current Signups Council Sales

Becky Demo Council Green Branches have openings

- [-] Council Booth Sales
 - [+] Palo Cedros, CA
 - [+] SU 722 Holiday Market 9350 Deschutes Rd.
 - [-] Redding, CA
 - [+] SU 722 Holiday Market 2455 Marshall Ave
 - [+] SU 722 Holiday Market 3315 Placer St.
 - [+] SU 722 Kmart 2685 Hilltop Dr.
 - [+] SU 722 Lowes 1200 E Cypress Ave.
 - [+] SU 722 Lowes 1200 E Cypress Ave.
 - [+] SU 722 Safeway 1079 E. Cypress Ave.
 - [+] SU 722 Sportman's Warehouse 1659 H...
 - [+] SU 722 TOPS FRESH MARKET 3685 Eureka Way
 - [+] SU 722 Tractor Supply 5450 Mtn. View Dr.
 - [-] San Diego, CA
 - [+] Lowes 123 Any St.
 - [-] Lowes 5418 Morena Blvd.
 - Mon Oct 5, 2015 8:00am -- 6:00pm
 - [+] Safeway 1231 Ugas St.
 - Thu Jan 15, 2015 8:00am -- 8:00pm
 - Wed Feb 25, 2015 8:00am -- 8:00pm
 - Thu Oct 1, 2015 8:00am -- 8:00pm

Safeway 1231 Ugas St. San Diego, CA 92103

Choose a time slot and then Submit

"To opt out click on that slot again and re-submit"

Time	Troop
8:00am	
10:00am	
12:00pm	
2:00pm	
4:00pm	
6:00pm	16873

How to: Selecting Cookie Booths on eBudde

For GSSEM organized booths:

1. Click on the “Booths sites” tab.
2. Click on “free slots”
3. Select a booth that works for your schedule and click submit.
4. Click on “current signups” to ensure the booth has been reserved.

For booths you setup on your own:

1. Click on the Booth Sites tab.
2. Click on My Sales
3. Enter the requested information
4. This will ensure that your booth shows up on Cookie Locator

How to: Add your own booth

1. Click to select **My Sales** from drop-down.
2. Enter all information.
3. Click **Add**.
4. Approval will show pending.
5. Booth site will be approved by the service unit.
6. Green means your booth site has been approved.
Orange means it has been denied.

How to: Crediting Girls for Booth Sales

1. Click on “Girl Order”
2. You will see all the girls come up
3. Click on the girl’s name that you need, and then it will switch to the individual girls screen. Her initial order will be locked, but you will be able to add booth sales in.
4. Click on “add a transaction”
5. At the bottom you will see green boxes.
6. First box is for comments and then there is small box between comments and T2T. That is the booth box.
7. Click the booth box and add in your cookies.
8. Again, you enter each individual flavor of cookie she sold. Continue for each girl that sold.
9. When you are done with each girl, you can then click the “save” button.
10. Do this after every booth sale.





Cookie Cupboards

Cookie Cupboards are mini-cookie warehouses located at GSSEM Service Centers or volunteer locations. After picking up your initial order at the scheduled date/time/delivery site, you can go to a local Cookie Cupboard if you need more cookies. This is also where you can get cookies for cookie booth sales. Cookie cupboards are not meant for initial orders, but for additional orders only. A complete list of cupboard locations will be sent to Troop Cookie Managers through an email from the e-Budde system. Cookies must be checked out in full cases for the first 4 weeks of the direct sale. **Beginning on March 17, troops may pick-up mixed cases.**

CUPBOARDS WILL BE OPEN FEBRUARY 17TH THROUGH APRIL 10. Most cupboards are available for pick-ups on Thursdays, Fridays and Saturdays. All cupboards will be closed Tuesdays and Wednesdays for inventory and re-stocking. Specific hours vary by location, and will be included on the Cookie Cupboard list.

Pending Orders:

Orders from a cookie cupboard are managed through eBudde using pending orders. In order to ensure inventory is available at each cupboard, troops must place a pending order. In order to have inventory available, troops must enter their pending order by 10 p.m. Monday to pick up on Thursday, Friday, or Saturday. There may be some extra cookies on hand for troops that do not place an order. **NEW:** When placing your pending order, you'll select a date and time-slot to pick up your cookies.

How to: Place Pending Orders

Troops are required to place pending order to pick up cookies from a cookie cupboard. Pending orders due by 11:59 pm on Monday for pick-up on Thursday, Friday, Saturday.

1. Click on “transactions” button.
2. You will see a screen come up with all your cookies ordered to date.
3. Click on “add a transaction”

4. You will see as box pop up that says cookie transaction.
5. Fill in pick-up date
6. Click on the drop down box next to the cupboards tab, and select where you would like to pick-up.
7. Enter the amount of cookies needed by flavor.
8. Click the “save/print” button
9. You are all set for the pick-up date you selected.
It is very important that you arrive at the time you selected. This is your appointment time.

Need to change or cancel your pending order? Email productsales@gsssem.org.

Cookie Consignment and Returns:

GSSEM does not accept returns. For support in ordering appropriately for you cookie booth, please contact a member of the GSSEM product program support committee, or productsales@gsssem.org.

Cupboard Pick Up

Please be prepared to provide your troop number. Your cookies will be loaded on a cart for you to take to your vehicle, and return the empty cart.

Any changes to location, and hours of operation will be communicated through eBudde and www.gsssem.org.

**Sunday hours at Clinton Twp., Detroit, and White Lake will only be the first few weekends*

Clinton Service Center

42800 Garfield Rd., Clinton Twp., MI 48038

Thursdays/Friday: 10am-7pm

Saturdays: 9am-2pm

Sundays: 11am-2pm *

Detroit Service Center

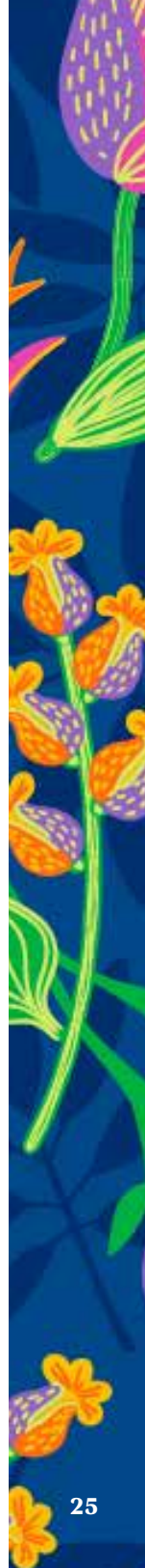
1333 Brewery Park Blvd, Suite 500, Detroit, MI 48207

Use entrance off Gratiot.

Thursdays/Friday: 10am-7pm

Saturdays: 9am-2pm

Sundays: 11am-2pm*



Courtland Mall

4190 E Court St, Burton, MI 48509

When you arrive at the mall, please park at the entrance nearest to the movie theatre, and enter the mall. The Girl Scout suite is near the movie theater.

Friday: 10am-7pm

Saturdays: 9am-2pm

Port Huron Service Center

When you arrive, please go to the front door and ring the door bell

2186 Water St, Port Huron, MI 48060

Thursday: 10am-7pm

Southgate Service Center

1 Heritage Place, Suite 130, Southgate, MI 48195

Thursday/Friday: 10am-7pm

Saturdays: 9am-2pm

White Lake Service Center

8545 Highland Rd, White Lake, MI 48386

Thursdays/Friday: 10am-7pm

Saturdays: 9am-2pm

Sundays: 11am-2pm*

Full list of cupboards will be made available in February. Any changes to location, and hours of operation will be communicated through eBudde and www.gssem.org.



Cookie Exchange

Troops will be able to exchange cookies with other troops during the sale. There is a tab dedicated to the Cookie Exchange.

Cookie Exchange Tab

If you have packages of cookies to transfer to other troops, use the Cookie Exchange tab to list the flavors you have available. As you give cookies to other troops make sure to update your packages available. Troops looking for cookies can go to the tab and see what's available nearby. A cookie transaction receipt should be completed. Both troops should retain a copy of the receipt for their records.

The troop adding the cookies is responsible for entering the transaction in eBudde.

To enter the troop to troop transfer:

1. Open the **Transactions Tab**.
2. Click **Add a Transaction**.
3. Cookie Transaction window appears. Choose the following information from the drop-down boxes:
 - a. Type = Normal
 - b. 2nd Party = Troop
 - c. Troop # = Troop number of troop giving cookies
 - d. Product Movement = Add Product
 - e. Fill in the correct number of packages received from other troop.
 - f. Click **Okay**.
 - g. Click **Save**.
4. Verify that the transaction was saved on the Transaction Tab. Note: Troop will show an increase in cookies and money due.

Cookie exchange will be available March 17, 2022. Also, please note that no posts related to cookie exchanges will be permitted on the GSSEM Product Program





Support Facebook page.

Digital Cookie

This year, GSSEM will be participating in Digital Cookie, an online sales platform for girls. After setting up their Digital Order Card, girls will be able to sell cookies online to friends and family who don't live locally, or those that prefer to purchase online.

How do **girl-delivered orders** in Digital Cookie work?

- When customers choose 'girl-delivered' on the Digital Cookie platform, parents **MUST** approve the order in Digital Cookie for it to be a successful order. **Parent/Guardians have 5 days to approve the order, or it will be removed.**
- Once the order is approved, the payment from the customer will show under the girl's name in eBudde (under Girl Order Tab).
- The parent **MUST** tell the troop leader how many packages of each cookie the girl needs to fill the Digital Cookie girl-delivered order—cookies will **NOT** automatically populate in eBudde.
- Once the cookies are signed out to the parent, the troop leader **MUST** assign those cookies to the girl in eBudde (under Girl Order Tab).

How do **direct shipping orders** in Digital Cookie work?

- When customers choose direct shipping in Digital Cookie, the packages and payment will automatically appear under the girl's name in eBudde under the Digital Cookie column of the Girl Order tab.
- The order will be locked; the troop leader will not be

able to make edits to these orders.

How do **donation orders** in Digital Cookie work?

- When customers choose to donate cookies in Digital Cookie, to GSSEM's Gift of Caring, the online order and payment will automatically appear under the girl's name in eBudde under the GOC column of the Girl Order tab.
- The order will be locked; the troop leader will not be able to make edits to these orders.
- These orders will count toward the girl's Council Gift of Caring packages.

For more information on participating in Digital Cookie, please view the Digital Cookie handout at www.gssem.org and/or attend the Cookie Café Digital Cookie Webinar. Dates and times are on the cookie café schedule included in the cookie kit!

WE'VE GOT
GIRL SCOUT
COOKIES®





Cookie Financials

Credit Card Sales

GSSEM offers the opportunity for troops to accept credit card payments for cookies. Research has shown that when offered the opportunity to pay by credit/debit, customers buy more, so even though there are fees the troop will incur, accepting credits cards as a method of payment could have a significant impact on your sales. If your troop would like to accept credit cards this year, our recommendation for a service provider is Square. Your troop is responsible for setting up this service.

Transferring Cookies

Troops frequently transfer cookies from one troop to another. Cookies can be transferred by individual package. If you want a paper receipt of the transaction, use a receipt from the provided receipt book. The troop who is transferring the cookies out is responsible for completing the transfer in eBudde. No additional paperwork is required. If you notice a transaction that is inaccurate in your eBudde account, please e-mail: productsales@gsssem.org for assistance.

How To: Transferring cookies between troops

1. Click on the “Transaction Tab”
2. Click on “add a transaction”
3. You will see a button that says second party. Click the arrow to get the drop down box.
4. Select “troop”
5. In the box next to the second party box you will then enter the troop number in which you are transferring cookies to.
6. Click okay when finished.
7. Your Sales Report Tab is now updated.

Receipts

Receipt templates can be found on the GSSEM resource page located at www.gssem.org. These can be printed, and emailed to parent/ guardians or other troops. Please use a receipt for every transaction. This provides documentation in case of questions or concerns at the end of the program. If you turn the money over to someone else in the troop, (leader, treasurer, etc.) make out a receipt and have them sign it to document the transaction. These can also be used to document a troop to troop transfer of cookies if either troop prefers a paper receipt.

Unpaid Parent Account Form

If you have parents or customers who owe the troop money and you have not been able to collect it, complete an Unpaid Parent Account Form for each person who owes. This should be done as quickly as possible. Unpaid parent forms must be submitted by **April 15, 2022**. Late forms will not be accepted. This form is available on the GSSEM website. Use search term “UNPAID”. Complete the form fully, giving as much detail as possible. Attach receipts for all the cookies the parent received and for all payments made. Make a copy of the form and these receipts for your records. Once the council receives these forms we will attempt to collect the monies due. The troop must pay \$2.00 per package for any parent debt. If GSSEM is able to collect from parent, the troop will be reimbursed as appropriate.

Money Procedures

As the troop leader and/or troop product program manager, you're responsible for reviewing and understanding the money handling procedures outlined in this handbook and discussed during training for the Cookie Program.

Funds owed to GSSEM for council proceeds from the program will be collected via ACH debit from your troop bank account.





2022 Cookie Program ACH Debit Schedule

- Troop money must be available in the troop bank account (checks cleared) by **Friday, February 25, 2022**. Electronic withdrawal of **\$2.00 per package** for initial order cookies will begin on **Monday, February 28, 2022**.
- The remaining balance must be available in the troop bank account (checks cleared) by **Tuesday, April 19, 2022**.
- The remaining balance due to Council will be debited from troop accounts beginning on **Friday, April 22, 2022**.
- ACH debits will continue until balance due to GSSEM has been collected. Bank NSF charges (\$20) incurred by GSSEM will be added to troop debt for each ACH rejection.
- Please submit an Unpaid Account Form for any monies owed to the troop by parents to GSSEM Finance Dept. fax to 313-309-1193 or email to **Gssem-Finance@gssem.org** by 4 pm on **Friday, April 15, 2022**. Late forms will not be accepted.
- After the first ACH sweep on **February 28, 2022**, troop accounts will be monitored weekly. Troops with balances owed to GSSEM exceeding \$5,000 may be contacted, and an additional ACH sweep will be completed. The ACH sweep must clear in order to pick up additional cookies. You'll be contacted by the GSSEM finance department if this applies to your troop.

Note: GSSEM takes misuse of troop/group funds extremely seriously. If personal use of group monies occurs, GSSEM will begin collection procedures, taking legal action as necessary. Volunteers who misuse funds for which they are responsible will be released from all positions with GSSEM. GSSEM will pursue all available criminal and/or civil charges involving misuse of funds.

Reading your Troop Sales Report

Council Girl Scouts of Southeastern Michigan, Troop 80001 Sales Report

Janice Dumas Girls Selling: 8
 4th Girls Selling: 1
 5th Girls Selling: 2
 6th Girls Selling: 2
 7th Girls Selling: 1
 8th Girls Selling: 1
 9th Girls Selling: 1
 10th Girls Selling: 1
 11th Girls Selling: 1
 12th Girls Selling: 1
 PGM Selling: 0
 PGM Registered: 0
 Total PGM: 0

Summary

Plgs sold: 6,000 Case price: 18.00 Plgs sold: 2078 Case price: 9.00 Case price: 72.00 Plgs sold: 178
 Top Proceeds Paid: 0.700 No Reward Proceeds: 0.000 Top Proceeds Rate: 1.700 No Reward Proceeds: 0.000
 Total Plgs: 0.000 Total Proceeds: 0.000 Total Rate: 0.000 Total Proceeds: 0.000
 Girl Inv. Plgs: 1100 Girl Inv. Plgs: 1100 Girl Inv. Plgs: 1100 Girl Inv. Plgs: 1100
 Booth Inv. Plgs: 1100 Booth Inv. Plgs: 1100 Booth Inv. Plgs: 1100 Booth Inv. Plgs: 1100
 DOC Inv. Plgs: 1100 DOC Inv. Plgs: 1100 DOC Inv. Plgs: 1100 DOC Inv. Plgs: 1100
 Balance Due: \$200.00 Balance Due: \$200.00 Balance Due: \$200.00 Balance Due: \$200.00

Plgs Received	Payments Made
01/18 0200 DOC 2800412 8	01/18 02 27 Balance
01/21 0200 DOC 2818006 8	01/21 02 27 DOC SHIP 2800412 8 \$ 8.80
01/28 0200 DOC 2808076 8	01/28 02 27 DOC SHIP 2818006 8 \$ 8.80
02/18 027 GLL000 1	02/18 01 08 DOC SHIP 2808076 8 \$ 8.80
02/17 03 8400 172	02/18 01 08 DOC SHIP 2818006 8 \$ 8.80
02/14 03 8900 182	02/18 01 08 DOC SHIP 2800412 8 \$ 8.80
02/08 - 070000 1	02/18 01 08 DOC SHIP 2818006 8 \$ 8.80
02/08 770000 222180 12	02/18 01 08 DOC SHIP 2808076 8 \$ 8.80
02/08 7700 18100 4	02/18 02 18 ACH \$ 4.80
02/12 02000 80100 100	02/18 02 18 ACH \$ 4.80
TOT Total	TOT Total Payments \$ 1,875.28
Total Plgs Received 2078	
Total DOC Plgs Received 18	
Total DOC Charity Plgs Received 8	
Total DOC Delivered Plgs Received 18	
Total Troop Sales \$ 1,100.00	Council Proceeds \$ 1,775.28
Troop Proceeds \$ 1,875.28	Payments Made \$ 1,775.28
Council Proceeds \$ 1,775.28	Amount You Owe Council \$ 0.00

Key: DOC 01 08 - Digital Inv. Received
 01 08 - Girl Inv. Received
 02 27 - Balance
 02 18 - ACH

Note: All payments due from boxes made by council digital order ACH payments.

Opted out of rewards? You will find your additional 6 cents on the “no reward proceeds”

Earned additional proceeds? You’ll find your tiered rate under “tiered proceeds”

Membership Year 2022 Early Renewal Bonus:

Troops that earned the 2022 Early Renewal Bonus earned an extra 10 cents per box on all initial order cookies. For the purposes of this bonus, initial order cookies will include girl initial orders taken on a paper order card and entered manually under each girl’s name on the initial tab in eBudde by the troop product program manager, Digital Cookie **girl-delivered orders** that have flowed to initial order tab under the girl’s name **by the troop initial order deadline**, and booth extras placed on the **BOOTH** line of the initial order tab only. The early renewal bonus of 10 cents per box for the boxes described above will show up in eBudde as a payment credit prior to first ACH sweep.