



# 2021 Girl Scout Cookie Program Troop Manager Guide

Service Unit Name: \_\_\_\_\_ Troop #: \_\_\_\_\_ Number of Girls: \_\_\_\_\_  
Program Level: \_\_\_\_\_ Service Unit Cookie Manager Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Email: \_\_\_\_\_ Address: \_\_\_\_\_  
Troop leader's name: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_



Thank you for volunteering to be the Troop Cookie Manager (TCM)! The 2021 Cookie Program is designed to help girls earn the money to make their dreams come true. This guide is a snapshot of the important information you'll need to know to run a successful Cookie Program for your troop. Please log on to [www.gsnnj.org](http://www.gsnnj.org) for more information.

## Program material distribution:

- 1 Per Troop:
  - Troop Cookie Manager Guide (envelope)
- 1 Per Girl
  - Girl Order Card
  - Money Envelope

Troop agreement and girl permission forms are available online at [www.gsnnj.org/Cookies+](http://www.gsnnj.org/Cookies+)

Be on the lookout for your weekly issue of Cookie Chat! This newsletter is full of timely information for you so that your 2021 Cookie Program runs as smoothly as possible! Cookie Chat is sent out through eBudde to all Troop Cookie Managers.



## Important Dates

**January 8—January 31:** Initial Order (in-person and online)  
**February 1:** Girl Orders due to TCM  
**February 2:** Troop orders (cookie order and initial rewards order) due in eBudde by 11:45 pm  
**February 20—March 6:** Cookie Delivery. Check with SUCM for your exact date.  
**March 6—April 11:** Booth Sales.  
**April 13:** Final Rewards orders due in eBudde by 11:45 pm.  
**Late May:** Service Units should receive the final rewards for girls.

GSNNJ will now collect payment through ACH withdrawals. Meaning, troops will provide their checking account information and the balance due will be debited from the account over a series of dates. For more information, visit [www.gsnnj.org/cookies+](http://www.gsnnj.org/cookies+)

## Digital Cookie

Superpower your sale by adding online selling with the Digital Cookie platform! You play a key role in encouraging and supporting girls and parents with this channel. Remind them it's easier for girls and parent to participate at their convenience and to reach friends and family near and far. And, importantly, it increases quality time together for girls and parents!

Plus, the Digital Cookie platform has the potential to fund your Girl Scout experiences year-round. Pretty awesome, right?

It's really simple, with just 4 easy steps! Girls will register, set up their sites, invite customers and track their goals. That's it!

And guess what? Girls can also sell on the go with the Digital Cookie Mobile App which is available for free download on both the App store and Google Play.

Look for your registration email or contact [customer care@gsnnj.org](mailto:customer care@gsnnj.org).



## 2021 Cookie Lineup

GSNNJ offers 6 varieties of Girl Scout cookies at \$5.00 per package and 2 at \$6.00

### \$5.00/package

Thin Mints \* Samoas \* Tagalongs \* Trefoils  
Do-Si-Dos \* Lemon-Ups (NEW)

### \$6.00/package

Toffee-Tastic \* S'Mores

ALL varieties are listed on the order card and can be ordered through eBudde.



**New for 2021**—Girl Scouts of all ages can earn this new and exciting reward. Qualifying Girl Scouts will participate in a virtual Disney on Broadway experience and will receive a Disney patch and an exclusive item.

The virtual experience for Daisies, Brownies and Juniors will teach girls what it takes to bring a story from the silver screen to Broadway!

The virtual experience for Cadettes, Seniors and Ambassadors will help girls learn about the world of Broadway and will hear from some of the amazing women that help run it.

Girl can earn this reward by selling 575 or more packages of Girl Scout Cookies.

# Girl Scout Cookie Program Information

## Girl Rewards

- The girl rewards program is cumulative.
- There are 3 different girl/troop rewards plans:
  - Initial Order Rewards:** January 8—January 31
  - Final Reward Order:** January 8—April 11
  - Troop Reward** Troop must have a final Registered Per Girl Average (PGA) of 150+ packages. Please refer to eBudde for your troop's PGA.
- Girls at all levels are eligible to earn rewards; girls in grades 6 and higher may opt out of the reward plan to earn additional Troop Proceeds.
- All girls will receive Initial Order rewards, patches, access to the Fabulous 450 club, Free Membership and Top Seller event if eligible..
- Rewards are ordered based on the number of packages credited to each girl on the "girl order tab" in eBudde.

## Troop Proceeds

- GSNNJ has 3 Troop Proceed plans (see chart below)
- The decision to opt out of receiving rewards should be made by the girls. It's important to let them VOTE and to choose which option would better suit their goals. Girls within a troop may not chose different options.
- GSNNJ will debit your troop checking account for the amount due to GSNNJ, proceeds will be left in the troop checking account.
- For a full description of troop proceeds, refer to the Cookies+ section at [www.gsnnj.org](http://www.gsnnj.org)

## Cookie Delivery

- Your SUCM will let you know the date and time for your Initial Order delivery. Be on time, wear a mask and please be patient.
- Count the cookies before you leave the delivery site and sign the pick-up sheet. Once you leave the delivery site, any shortages or overages are the troop's responsibility.
- Sort the cookies by girl's orders. Count the extras. This should match the extras that the troop ordered to cover booth sales plus any surplus needed to make full cases.
- Have each parent count their girl's order before they leave, and have them initial the order report (from eBudde).

## Booth Sales

- Cookie Booth Sales are a great way for girls to reach their sales goals and have fun with their troop! Girls can design their own "store front" and run their cookie business!
- You can order cookies for your Booth Sale with your Initial Order and they will come with the rest of your cookies, or you can order them from one of the "Cookie Cupboards" (AKA GSNNJ Service Centers).
- You can secure your own location, or choose from the list of Council secured locations. More information about Cookie Booth Sales can be found at [www.gsnnj.org](http://www.gsnnj.org)

## Return Policy

GSNNJ does not accept returns/exchanges of Girl Scout Cookies. Troops are responsible for selling all cookies received including any extras from full cases.

## GSNNJ Product Program Team

### Paramus Service Center

Judy Schlemm; Product Program Manager [jschlemm@gsnnj.org](mailto:jschlemm@gsnnj.org)

### Randolph Service Center

Michele Darling; Product Program Manager [mdarling@gsnnj.org](mailto:mdarling@gsnnj.org)

### Riverdale Service Center

Janet Barnes; Director of Product Program [jbarnes@gsnnj.org](mailto:jbarnes@gsnnj.org)

973-248-8200



### Plan A: All Girl Scout Levels With Rewards



Average per Registered Girl	Average per Registered Girl	Average per Registered Girl
1-95 packages	96-150 packages	151+ packages
.75¢	.80¢	.85¢

### Plan B: Girl Scout Cadettes (Grades 6-8) No Rewards

Average per Registered Girl	Average per Registered Girl	Average per Registered Girl
1-95 packages	96-150 packages	151+ packages
.85¢	.90¢	.95¢

### Plan C: Girl Scout Seniors & Ambassadors (grades 9-12) No Rewards

Average per Registered Girl	Average per Registered Girl	Average per Registered Girl
1-95 packages	96-150 packages	151+ packages
\$1.00	\$1.05	\$1.10

## Money Matters

- As you collect money from the girls, be sure to make frequent deposits into your Troop's checking account.
- The eBudde Troop Sales Report has all the sales information you need to know including your PGA, proceeds and balance due.
- New for 2021**—ACH withdrawals. Troops must input their troop checking account information into eBudde. GSNNJ will debit the checking account based on the amount due. A schedule of withdrawal dates and amounts can be found at [www.gsnnj.org/cookies+](http://www.gsnnj.org/cookies+)

## Internet Resources



[www.gsnnj.org](http://www.gsnnj.org) Council specific forms & information  
[www.littlebrowniebakers.com](http://www.littlebrowniebakers.com) Clipart, games, and much more.  
<https://ebudde.littlebrownie.com> Cookie Ordering website  
[www.girlscouts.org](http://www.girlscouts.org) Main site for Girl Scouts of the USA