



# 2020 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 2020 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)
  - Troop Cookie Manager Agreement form
- 1 Per Girl
  - Girl Order Card
  - Girl Scout Cookie Permission Form
  - Money Envelope

Be on the lookout for your weekly issue of Cookie Chat! This newsletter is full of timely information for you so that your 2020 Cookie Program runs as smoothly as possible! Cookie Chat is sent out through eBudde to all Troop Cookie Managers.



## Important Dates

**January 7—February 2:** Initial Order (in-person and online)  
**February 3:** Girl Orders due to TCM  
**February 5:** Troop orders (cookie order and initial rewards order) due in eBudde by 11:45 pm  
**February 22—March 7:** Cookie Delivery. Check with SUCM for your exact date.  
**March 7—April 19:** Booth Sales.  
**April 21:** Final Rewards orders due in eBudde by 11:45 pm. Final payments due.  
**Late May/Early June:** Service Units should receive the final rewards for girls.  
 Payment for Initial Orders is due online 14 days from the date of delivery.  
 Payment for Booth Sales is due online the Tuesday following the Booth Sale (even if cookies were ordered with the Initial Order)

## 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 us for more information.



## 2020 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 will be listed on the order card and can be ordered through eBudde.

EVERYONE IS PUMPED UP ABOUT  
**Lemon-UPS!**  
 GIRL SCOUT COOKIES®

Inspired by girl entrepreneurs in the Girl Scout Cookie Program, these Zesty lemon cookies are positively fun! Just like a **G.I.R.L.** (Go-Getter, Innovator, Risk-taker, Leader), each cookie has something bright and motivating to say.



**We promise they are delicious and will be a favorite of your customers, but you must wait until January 7th to share info about them. Be part of the Cookie Confidential team!**

# Girl Scout Cookie Program Information

## Girl Rewards

- The girl rewards program is cumulative.
- There are 3 different girl/troop rewards plans:
  - **Initial Order** ( January 7—February 2)
  - **Final Reward Order** (sales January 7—April 19)
  - **Troop Reward** Troop must have a registered Per Girl Average (PGA) of 120 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 425 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.
- When paying your cookie balance to GSNNJ online, please **withhold all troop proceeds** and pay only what is due to GSNNJ.
- For a full description of troop proceeds, refer to the Cookies & More 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, not early 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! It's also a fun activity for them to participate in as a troop. They 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.

## 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

 <b>Plan A:</b> <b>All Girl Scout Levels</b> <b>With Rewards</b> 		
Average per Registered Girl	Average per Registered Girl	Average per Registered Girl
1-95 packages	96-150 packages	151+ packages
.75¢	.80¢	.85¢

  

<b>Plan B:</b> <b>Girl Scout Cadettes (Grades 6-8)</b> <b>No Rewards</b>		
Average per Registered Girl	Average per Registered Girl	Average per Registered Girl
1-95 packages	96-150 packages	151+ packages
.85¢	.90¢	.95¢

  

<b>Plan C:</b> <b>Girl Scout Seniors &amp; Ambassadors (grades 9-12)</b> <b>No Rewards</b>		
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 Troop Sales Report (on eBudde) has all the sales information you need to know including your PGA, proceeds and balance due.
- Do not hold up your troop's payment if you have a family that is delinquent in paying their bill. Notify your SUCM immediately and pay the remainder of the balance on time.
- You can pay your balance due online using your troop checking account and following the link from [www.gsnnj.org](http://www.gsnnj.org).

## Internet Resources

[www.gsnnj.org](http://www.gsnnj.org)

Council specific forms & information

[www.littlebrowniebakers.com](http://www.littlebrowniebakers.com)

Clipart, games, volunteer blog & much more.

<https://ebudde.littlebrownie.com>

Cookie Ordering website

[www.girlscouts.org](http://www.girlscouts.org)

